



News Release

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Ideal Standard International announces new identity, brand design and vision to evolve bathroom into the digital age

New company unveils corporate image and fresh, new logo for flagship consumer brand, Ideal Standard

BRUSSELS, BELGIUM – Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, today announced its new corporate identity and enhanced product logo for its leading international consumer brand, Ideal Standard. The company, independent and privately-owned since 1 November, 2007, also announced its vision to bring the digital age into the bathroom creating a life space for pleasure and relaxation.

Focused 100% on bathroom solutions, Ideal Standard International will offer customers state-of-the-art products. “We are a new company and so we wanted to start fresh and redesign our corporate identity to better fit with our vision and values. We want to be the preferred consumer bathroom solutions provider, by continuing to offer meaningful innovation and design,” said John Rietveldt, Chief Executive Officer, Ideal Standard International. “We plan to achieve success by using the best technologies and driving operational excellence in everything we do.”

Ideal Standard – ‘Brand’ New

Along with a new vision for the company, comes the introduction of a new, enhanced logo for the company’s leading international consumer brand, Ideal Standard. The new logo,

which introduces an ‘IS’ icon as well as the brand name, is a visual translation of the Ideal Standard brand promise of offering well-being, innovation, creativity and, style and design.



Consumer research undertaken in France, Germany, Greece, Italy, Russia and the United Kingdom, demonstrated that the selected logo strongly conveys creativity, modernity, innovation, smart solutions, originality and well-being – which is perfectly in line with Ideal Standard International's raison d'être in terms of differentiating its brands and product portfolio.

The introduction period for the new Ideal Standard consumer logo is scheduled to commence as from the second quarter of 2008. Prior to, and for the duration of the changeover, Ideal Standard International will work in close cooperation with its trade partners on the most appropriate transition path.

“We will execute a brand value creation strategy through a tailored market approach, product leadership, demand creation, customer intimacy, people development and operational excellence. This strategy will enable us to reach our goal of becoming the recognized leader in bathroom solutions, creating outstanding value for our people, consumers, trade partners and share owners,” said Rietveldt.

About Ideal Standard International:

Ideal Standard International, headquartered in Brussels, Belgium, is a privately-owned company, operating independently in Europe, Middle East and Africa and Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs some 18,000 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

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For more information, visit www.idealstandard.com or contact:

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