



News Release

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Ideal Standard International introduces next-generation bathing and wellness solutions

- *New wellness showering system, Ideal Standard TONAX, offers innovative noise control, heat retention, chromotherapy and music functionalities*
- *Ideal Standard FIRST; user-friendly design offers easy access to bathing for all ages*

BRUSSELS, BELGIUM – Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, today announced its latest collection of bathing and wellness solutions with the launch of Ideal Standard Tonax, a wellness showering system offering unprecedented levels of comfort. The company also introduced Ideal Standard First, its new easy-access bath-tub. Both new innovations have been created by designer Marc Sadler.

The Evolution of Showering

Tonax is Ideal Standard International's latest innovative showering system collection, incorporating a number of unique features. For the first time, a new material has been used to produce the shower cubicle which allows for more silent showering and retains 20 percent more steam than normal shower glass enclosures. The collection is available with chromotherapy and an MP3 player inlet for relaxing colours and personalised music. In addition, Ideal Standard Tonax offers multiple wellness features including a Turkish bath (steam) feature, a comfortable seat, powerful body massage jets and a gentle rain showering system. The system can also be combined with three shower systems (jet systems, wellness systems and supreme wellness systems).

To achieve effective storage and personalised decoration, Tonax offers integrated mirror cupboards which discreetly mask additional storage space. Four stylish interior wall options are available to meet all consumers' tastes and environments. The walls can feature coloured glass, mosaic, be mirrored or use a white panel designed specifically for the easy placement of tiles. The latter enables consumers to decorate the inside of the shower cubicle with the tile of their choice providing enhanced continuity in the style of their bathroom. Tonax will be available across Europe, Middle East and Africa in January 2008. -- more --

Easy access for all generations

The new Ideal Standard First bathtub collection was created with accessibility in mind. With water capacity maintained at traditional levels but an outer edge 7cm shorter than the average bath, access is facilitated for all generations, especially for children and the elderly. In addition, its innovative draining system utilises a magnetic mechanism and hidden overflow which not only gives the design a minimalist look but also enlarges the available internal surface. First's wooden panel surround is available in grey or white oak, allowing users to tailor the collection to their personal tastes as well as to integrate into existing bathrooms. Due to its flexible size and shape, the First collection can be easily introduced into bathrooms of all dimensions easily blending into its surroundings to create a harmonious environment. The collection is available in rectangular, asymmetric and corner shapes and comes in ten different sizes. First is now available across markets in Europe, Middle East & Africa.

Solutions that enhance your wellbeing at home

Lucio Colussi, EMEA vice president, bathing and wellness at Ideal Standard International, said, "Consumers today not only demand beautifully designed products but also want to combine the newest innovations and features in their bathrooms. We continue to strive to create home wellness solutions that respond to those needs, bringing relaxation and pleasure into people's lives that all generations can enjoy."

Ideal Standard Soft bath – Bathing of the Future

The recently unveiled, Ideal Standard Soft bath, also designed by Marc Sadler, combines a patented, innovative material as well as an outstanding design to bring the bath of the future into the home. The unique and innovative compound material used for the Soft bath has been created through the process of roto-moulding combining polyester and polyurethane. The result is a substance that is even more resilient than acrylic yet much softer to the touch, shinier and more flexible offering the potential to create many different shapes. Additionally, it has the benefit of maintaining water temperature. Initial testing is indicating that water stays warmer almost twice as long as with a normal bathtub. This also potentially reduces the amount of water and energy used per bath through the topping up with hot water to regain pleasurable temperature levels.

Ideal Standard International's wellness portfolio offers products building on the range of hydro-massage showers, whirlpools and unique items such as the Ideal Standard TRIS all-in-one sauna, hammam and shower. Other recent solutions include Senses, a new range of shower kits; and its latest WWW whirlpool enhanced with chromotherapy and dry neck massage. They combine the latest advancements in technology, design and therapeutic knowledge turning the bathroom into a true sanctuary for relaxation and well-being.

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:

Gilliane Palmer
+32 2 662 8134 (direct)
+32 495 597 183 (mobile)
gpalmer@idealstandard.com