

FOR IMMEDIATE RELEASE – TUESDAY, MAY 27, 2008

## **Ideal Standard International Appoints Business Leader, Nordics**

BRUSSELS, BELGIUM - Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, has announced the appointment of **Henrik Randers** as Business Leader for its operations in the Nordics. He is based in Middlefart, Denmark, and is responsible for all aspects of the business in Denmark, Finland, Norway and Sweden. Randers reports directly to Roger Cooper, Ideal Standard International's vice president of Western Europe.

Randers joins the company from Velux where, most recently, he headed up a newly created European competency centre for sales, after-sales and customer services management. Prior to this, he was Managing Director of Scandinova - a wholesale and distribution business based in Denmark. Randers also has extensive sales experience in Germany, Slovakia and Hungary.

Commenting on the appointment, Roger Cooper said, "We are delighted to welcome Henrik to the team. He has a breadth of experience in both business-to-business and consumer sales and marketing operating over multiple markets. This latest appointment reflects Ideal Standard International's continued commitment and drive towards growth in the Nordic region."

Randers, a Danish national, holds an MSc in Sales and Marketing from the Aarhus Business School.

For more information, visit [www.idealstandardinternational.com](http://www.idealstandardinternational.com) or contact:

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

### ***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.