

News Release

FOR IMMEDIATE RELEASE – Monday 20th October, 2008

FOR YOUR EYES ONLY- IDEAL STANDARD CREATES A JAMES BOND INSPIRED BATHROOM

Now everyone can live like a secret agent with a bathroom fit for 007

HULL, UNITED KINGDOM – With the new James Bond film launching later this month, leading international bathroom provider Ideal Standard International has created a glimpse of every man's ultimate bathroom – inspired by James Bond.

Ideal Standard has designed a visual interpretation of James Bond's bathroom that will leave you shaken and stirred with excitement. The bathroom features all the sleek furnishings and gadgetry associated with the world's most famous secret agent.

The bathroom provides ample storage to house top class secret agent toiletries and gadgets, with fitted cabinets from the recently launched **Ideal Standard Concept** collection. State of the art fittings such as the **Concept Arc basin** and the **Tris all-in-one power shower, sauna and steam system** offer the ultimate in luxury and indulgence; perfect for wooing any Bond girl.



The **Tris** featured in the corner of the room combines a shower, sauna and steam room and provides the perfect way for a spy to regenerate after a top secret mission. The room also

incorporates the **Ideal Standard double ended Concept bath** specifically designed for two people to share – no relinquishing in a quantum of solace for this secret agent! And what Bond bathroom would be complete without the **Tonic 140 Corner bath with whirlpool and air spa system**, perfect for sipping on a martini after saving the world and seducing a woman with a taste for elegance and lavish living.

Ideal Standard Brian Grey, UK Marketing Manager comments: ‘We all need a bit of indulgence in our lives, particularly in the current climate, and where better to indulge yourself than in your very own sanctuary; the bathroom. We’d encourage our customers to mix and match and create their own take on the James Bond bathroom that will be sure to have the Miss Money Penny in their lives knocking at the door!’

Get the look with Ideal Standard’s range of Top Secret Products:

Ideal Standard Concept 170 x 75cm double-ended bath – from £300 RRP

The wide back rest area of the baths in the Ideal Standard Concept range has a straighter shape than the curved interior that is common in many mid-market designs. As its designer Robin Levien explains, “It’s a feature that is not only designed to complement the ‘soft minimalist’ look and feel of the collection, it is also great to lie back on.” The problem with some curved back rests on regular size baths is that as you recline, they can feel quite restrictive and unnatural, especially if you are broad-shouldered. These baths will make your soak in the tub feel incredibly comfortable – as it should be.”

Ideal Standard Concept Mirror with integrated splashback (400mm, 500mm, 550mm, 600mm) – from £180 RRP

Regardless of your budget, it’s the finishing touches that give a bathroom a completely polished look and feel. Ideal Standard Concept features a number of interchangeable mirror and splashback panels that combine to give a really smooth, uncluttered line that complements the geometric qualities of the ceramic ware. Various sizes of opaque turquoise glass panels are also available, designed to be installed in the space above the basin or between pieces of furniture for a seamless look that is a sleek alternative to conventional tiling. By combining functionality and form, the integrated mirror and splashbacks are made from a single piece of glass. Introduce a touch of Hollywood-style glamour to the bathroom with an illuminated Ideal Standard mirror – perfect for precise make-up application for all the Bond girls out there!

Ideal Standard Concept Arc 55cm countertop washbasin – from £135 RRP

Ideal Standard Concept Arc 800mm washbasin unit – from £360 RRP

The Ideal Standard Concept Arc washbasin is a classic shape that will sit easily in any bathroom, Concept Arc mixes a smooth curve with a gently scooped interior for a supremely versatile basin. The wide storage unit beneath the basin also provides good storage opportunities and work surface.

Ideal Standard Concept Two door tall unit – from £350 RRP

The appearance of more integrated cabinetry and storage in the bathroom space has been typical of the high end sector for several years – and as a result, the Ideal Standard Concept range features more than thirty individual pieces of storage to maximise the use of every inch of available space in the bathroom. This two door unit features five shelves and a sleek wooden finish to offer ample storage and space management in the bathroom.

Ideal Standard Concept close coupled back-to-wall WC – from £160 RRP

With choice of arc or cube cistern – from £110 RRP

As a completely bold step in the direction of where designs are heading at the high end of the bathroom market, this product sits completely flush to the floor and wall for a very modern, crisp look. “No nooks and crannies means not only is this piece a real sculptural statement for the bathroom, it’s also very easy to keep clean”, says Levien.

Tris – from £9200 RRP

The Tris is the world’s first shower, sauna and steam system in one unit enclosing a shower, sauna and steam room in a floor space no bigger than the length of a bath tub. Relieve stress and tension with a relaxing tropical rain shower or stimulating hydromassage or rediscover your mental and physical well-being thanks to aromatherapy and the beneficial effects of steam. This is an innovative, unique product, offering you maximum safety thanks to the high technology of its design and construction.

Tonic 140 Corner bath with whirlpool and air spa system – from £3,985 RRP

This Tonic 140 Corner Twin Plus Bath comes complete with a Supreme Wellness whirlpool and air spa system, waste, front and end panel.

For further information regarding the Ideal Standard products and stockists visit www.ideal-standard.co.uk or call 01482 346461.

- Ends -

For further press information or images, please contact:

**Jo Walsh, Nuala O’Neill or Vicky Atkins at the Ideal Standard consumer press office:
Hill & Knowlton**

Tel: 0207 413 3242 / 020 7413 3141

Email: idealstandard@hillandknowlton.com / jo.walsh@hillandknowlton.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 17,300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.