



News Release

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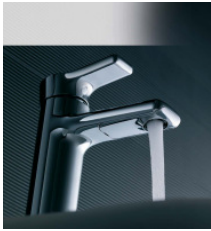
Choose the Right ATTITUDE!

Ideal Standard launches new range of taps: a fusion of design and "COOL" technology

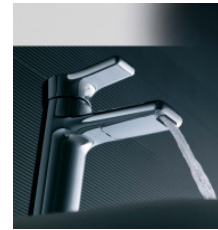
BRUSSELS, BELGIUM – Ideal Standard, a leading brand of innovative and design-driven bathroom solutions announces the launch of ATTITUDE. This new range of taps combines next-generation technology with high quality design to achieve safer, cleaner and more environmentally friendly water management solutions. Ideal Standard ATTITUDE was developed by award-winning design house, ARTEFAKT.

- **Minimalist Soft Edge Design:** Ideal Standard ATTITUDE's minimalist Soft Edge Design is aesthetic and functional: **Environmentally and "wallet"-friendly:** Thanks to Ideal Standard's innovative CLICK technology, the new ATTITUDE range shines ecologically as well as economically. The models with CLICK cartridges save up to 50 percent of water thanks to the ECO Stop function. The models with waterfall outflow are fitted with a flow regulator, which reduces water use to five liters per minute! These features can help contribute to the environment and save money at the same time!
Additional thermostat models can also reduce hot water usage according to choice.
- **Safety first:** For the first time, Ideal Standard has equipped a range of taps with its COOL BODY technology – not just for thermostats but also for single lever taps (basin, shower and bath shower). This prevents the overheating of the tap, even when hot water is running. The tap can be touched at any time without danger of burning, ensuring optimal safety.

- **Innovation in design:** Ideal Standard ATTITUDE offers a range of taps, which offer



enhanced safety, whilst at the same time providing maximum comfort. All wash basin taps are available with either a Classic, rounded water flow (see image left) or with a spa-inspired Waterfall aerator (see image right): air is inserted into the waterfall and



softens the water stream for a splash-free flow. Aerators actually restrict the water flow from the tap without reducing water pressure so they are a great way of reducing the amount of water used. Both the Classic and Waterfall jets are concealed within a chrome plated, changeable inlay integrated into the underside of the tap. As a result of their unique design, the aerators give a clean, splash-free stream of water and can be switched after installation.

- **Easy-to-clean:** Ideal Standard has added patented direct wall connections so that there is no risk of soaking behind. As there are no visible fixing screws there is also no risk of any dirt build-up. Integrating the diverter in the bath and shower model improves the cleaning process and thanks to the snap-in system, its inlays can be easily removed without need for any special tools and easily cleaned in a dishwasher, before being replaced.

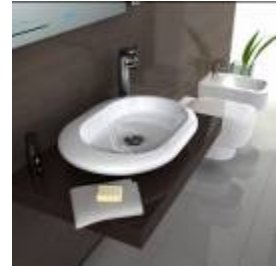
"The ATTITUDE fittings range combines innovative technology and high quality materials to meet criteria not only of minimal water use, but also of safety and health." said Jordi Cazorla, VP Fittings at Ideal Standard International. *"This is the perfect product for those consumers who want to do the right thing for the environment yet keep a tight budget."*

Tomas Fiegl, designer at ARTEFAKT, explains what's unique about his latest brainchild: *"ATTITUDE brings a pure minimalist and functional design into a new world of sensuality. Although it is designed and planned geometrically to fit into a square corner, ATTITUDE still manages to appear soft and smooth with its gentle, flowing, unbroken surfaces. The high precision production technique of zinc die casting integrates all secondary elements, such as the outlet, grip and shift, completely into the body of the fitting. "*



Collection overview

There are 12 different models within the ATTITUDE range that can be fitted easily with several Ideal Standard collections such as the Senses shower range. With its modular concept and four new design styles, Ideal Standard's award winning SimplyU products also combine excellently with the ATTITUDE range.



Ideal Standard ATTITUDE will become available across various markets in Europe during the second quarter of 2009.

About Ideal Standard:

As Europe's leading bathroom brand, Ideal Standard's goal is to create a life space that reflects personalised well-being. The brand follows three main philosophies: design, functionality and innovation. Ideal Standard is the flagship brand of Ideal Standard International.

About Ideal Standard International:

Headquartered in Brussels, Belgium, Ideal Standard International 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. The company employs some 17,300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

About ARTEFAKT Industriekultur:

ARTEFAKT Industriekultur was founded in 1989 by Achim Pohl and Tomas Fiegl. Since then, the office in Darmstadt has created a reputation that has spread far beyond this specialised field. In cooperation with international industry, the 12-strong ARTEFAKT team has developed a product line within the framework of the entire manufacturing process. Implementation of the most up-to-date design and construction software supports the design process. ARTEFAKT design has been awarded internationally renowned design prizes on several occasions.

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

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