



News Release

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Ideal Standard helps make every drop count

5th June – World Environment Day

BRUSSEL, BELGIUM – Every year on June 5th, World Environment Day is celebrated around the world. On this day, the United Nations want to stimulate worldwide awareness of the environment and spur people into action. This year's theme is 'Your Planet Needs You-UNite to Combat Climate Change' (for more info: <http://www.unep.org/wed/2009/english/content/about.asp>).

A leading provider of innovative and design-driven bathroom solutions, Ideal Standard, places a high emphasis on the design of more sustainable and green solutions that can contribute to protecting the environment and save money for consumers at the same time.

Ideal Standard's commitment to the environment - green bathroom solutions

Today, Ideal Standard has several solutions aiming at saving water and energy through smart use of innovative materials and technical design.

Saving energy and water

Soft Bath is Ideal Standard's bathtub of the future using patented, innovative material and outstanding design. Created by award-winning designer, Marc Sadler, the patented compound material used for the Soft Bath has been created through the process of rotomoulding and combines polyester and polyurethane. This innovative material keeps the water temperature warmer longer and



thus helps reduce water and energy usage: initial testing indicates that the water stays warmer almost twice as long as in a mid-sized porcelain enamelled bathtub. This leads to a significant reduction of water and energy used per bath. In addition, the material is:

- More durable, shiny and resilient than acrylic yet softer to the touch;
- Flexible for adaptable shape sensations;
- Warmer upon skin impact.

Saving water

Ideal Standard ATTITUDE is the latest environmentally and “wallet”-friendly tap. 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! Furthermore, for the first time, Ideal Standard has equipped a range of taps with its COOL BODY technology, which 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.

Saving steam



Tonax is Ideal Standard’s latest innovative showering system collection combining functionality with innovation. Tonax offers multiple wellness features including a Turkish bath (steam) feature, a comfortable seat, powerful body massage jets, and a gentle rain showering system. Furthermore, for the first time a new material has been used to produce the shower cubicle which allows for more silent showering and retains 20% more steam than a traditional glass shower cubicle.

Become water-smart in the bathroom with a few quick tips:

- Repair dripping taps. If a tap drips at the rate of one drop per second, about 10.000 litres per year are wasted.
- When adjusting water temperatures, instead of turning water flow up, try turning it down. If the water is too hot or cold, turn the offender down rather than increasing water flow to balance the temperatures.
- Limit time spent in the shower to soap up, wash down, and rinse off. Shorter showers save on energy costs associated with heating water
- Turn of the water while brushing your teeth and save up to 100 litres a month.
- Turn off the water while you wash your hair to save over 500 litres a month

For more information about World Environment Day check out:

<http://www.unep.org/wed/2009/english/content/about.asp>

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:

Ideal Standard International is a privately-owned company headquartered in Brussels, Belgium, operating independently in Europe, Middle East and Africa, Asia Pacific and Latin America. 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 over 17,000 people and is operating in over 30 countries.

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