



Press release

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Supreme wellness in the home with the new WWW Round

BRUSSELS, BELGIUM – Ideal Standard, a leading brand of innovative and design-driven bathroom solutions has launched a new addition to its wellness portfolio: the Round WWW (World Wide Wellness).

This unique, luxury bath combines hydro massage and dry massage in one. The high pressure flat jets provide hydro massage and are purposely designed with a smooth surface for extra comfort and easy cleaning. In combination with 4 dry massage jets, WWW Round provides a complete body massage. It is the perfect solution for consumers who want relaxation and reinvigoration for the body and mind by making the 'wellness experience' available in the comfort of their own home. Thanks to its round shape, it is also the perfect centerpiece for the bathroom, offering room for up to three people.



Key product features

- The WWW Round has 10 whirlpool jets and 15 Venturi air-pool jets. The Venturi function allows users to regulate the mixture of air with water circulating inside the tub. This enables the user to control the bubbles circulating inside the water for a harder or softer massage, creating a rolling or wave pattern for varied stimulation.
- The WWW Round's whirlpool jets release "ozone", which eliminates fatigue and helps the circulation. This is due to the innovative design of the jets, which generate small soft bubbles which rise to the surface slowly and therefore offer a beneficial effect as they circulate longer in the bath.
- The WWW Round has 4 dry massage jets designed especially to massage parts of the body not fully immersed in the water such as the head and neck. The dry jets have a vibrating and pulsating effect.
- Hygiene is a key feature of the WWW Round; it is equipped with an integrated function to clean the bath: disinfectant and water circulate around the pipes ensuring the highest level of system hygiene.
- The WWW Round is available with three headrests for ultimate comfort.
- The bathtub can be fitted with an additional feature of chromotherapy. Use a changing colour pallet or enabling the selection of one specific colour to improve relaxation or energize the body.

All Ideal Standard wellness products can be installed and adapted for use in standard bathrooms and incorporate design features that make them easy to use and maintain. The WWW Round will be available across Europe.

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 as well as in 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 (Latin America), as well as leading local brands including Incesa Standard (Latin America), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher

(France and Incesa) and Vidima (Eastern Europe). The company employs over 12,000 people and is operating in over 20 countries.

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

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