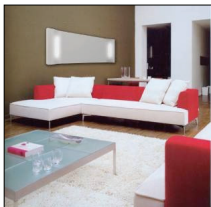
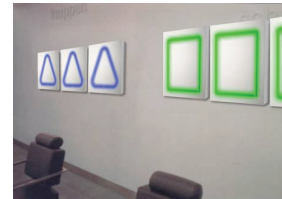




Fact Sheet

Ideal Standard Mirror Range - A 'Reflection' of the Future

- Ideal Standard's new range of mirrors subtly incorporates a unique, innovative invisible light feature: when the light within the mirror is switched off, the product is simply a mirror, with no witness lines or shadows revealing the hidden light. When switched on, the mirror is transformed into an attractive feature adding ambience to any room in the home.
- The range was developed for Ideal Standard by Italian architect Matteo Baroni.
- The mirror range is available in 3 styles: Traffic, Esse and Bubble. Each model has its own unique features.
- Traffic is available with different light shapes and light colour options.



- Esse provides an ambient glow to the room and a clear light for applying make-up and for general beauty pampering.
- With Bubble Ideal Standard has for the first time integrated a "close-up magnifying" looking glass with lighting into the actual mirror
- The mirror range will become available as of March 2008 in most European markets



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