

## Press Release

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### Contemporary colour choices: Ideal Standard adds new glossy grey finish to i.life B

Leading bathroom manufacturer, Ideal Standard, has announced the latest addition to its i.life B range – a Glossy Grey finish. This new trend-led colour option gives the popular i.life collection a contemporary aesthetic and sophisticated edge.

Glossy Grey is available on a selection of i.life B's vanities, toilets, and bidets, all of which have been designed in collaboration with renowned Italian studio, Palomba Serafini Associati (PS+A). The entire collection was built to be flexible, with the wide variety of models on offer meaning users never have to sacrifice beauty for practicality – whether specifying for a large family bathroom or smaller ensuite.

Ideal Standard's Singular™ approach takes this flexibility even further, and offers the complete compatibility needed to let customers bring their design vision to life. Singular™ ensures that products from any of Ideal Standard's portfolios can be brought together seamlessly, giving customers the freedom to create tailored solutions without having to make compromises.

True to this approach, the manufacturer offers matching furniture options and shower trays in grey, with a variety of models to suit any space. Partnering perfectly with the glossy grey finish, Ideal Standard's range of Silk Black fittings, accessories, and shower enclosures enable customers to create a fully coordinated look. Equally, the new grey ceramics can be combined with Ideal Standard's wide range of brassware collections in chrome or durable PVD colours, for fully tailored solutions and a truly cohesive space.

It isn't just looks-wise where i.life B shines though, behind i.life's graceful aesthetic is powerful technology that keeps it performing effortlessly and effectively. RimLS+ advanced flushing technology delivers a strong flush, while the lack of an overhanging rim means these WCs are easier to clean for a more hygienic space. Ideal Standard has also drawn on a century of experience creating beautiful and functional bathroom solutions to make the installation process easier than ever too. The innovative EasyFix+

installation system makes this stage of the process effortless, as wall-hung toilets can be installed faster and by just one person – saving time and resource.

Ideal Standard's VP of Sanitary Ware, Emmanuel Veillon, said: "The i.life bathroom collection provides a smart, adaptable collection where design, comfort, and hygiene all come together. No matter the size or shape of your bathroom, i.life can bring style to any space, and the addition of Glossy Grey to this range offers a contemporary and sophisticated look."

Find out more about the i.life collection here:

[www.idealstandard.co.uk/products/highlights/ideal-standard-i-life](http://www.idealstandard.co.uk/products/highlights/ideal-standard-i-life)

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### ***About Ideal Standard International***

Ideal Standard International is a world-leading manufacturer of high-quality residential, commercial and healthcare bathroom solutions. Headquartered in Brussels, Belgium, the privately-owned company employs over 7,500 people, operating at 8 manufacturing sites and serving over 100 countries across Europe, the Middle East and Africa. Its portfolio combines expertly crafted, design-led products with cutting-edge technology to lead the industry in aesthetics and performance. This commitment to design has always featured prominently in Ideal Standard International's DNA, and its ongoing partnership with renowned Italian design studio Palomba Serafini Associati is testament to that.

The company offers a wide range of bathroom products including ceramics, taps & fittings, bathing, and furniture and accessories, delivering a holistic range of cross-category solutions through the company's unique Singular™ proposition. Developed specifically to streamline bathroom design and simplify the selection process, the Singular process means customers only need a single supplier and one dedicated point of contact, and will still have access to unlimited inspirational bathroom solutions. Ideal Standard International brands include Ideal Standard, Armitage Shanks (UK) and Porcher (France).

#### **Contact**

Ideal Standard International  
Veronika Friedrich-Hood  
Group PR Manager  
[vfriedrich@idealstandard.com](mailto:vfriedrich@idealstandard.com)  
T: +44 (0)7592 386 335