

Press Release

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Ideal Standard expands Extra range with new mixer options

Leading bathroom solutions manufacturer, Ideal Standard, has bolstered its Extra range with new mixer taps. The Extra range, part of the Atelier Collections, now features a modern, cube-shaped range of mixers for basins, baths, showers and bidets. With wall-mounted, freestanding and built-options on offer, the new range can effortlessly provide a cohesive design across an entire bathroom to suit individual needs.

Designed in partnership with renowned Italian studio, Palomba Serafini Associati (PS+A), the latest additions to the Extra range have been created with luxury in mind, with geometric designs and four distinct finishes. Offering customers a variety of choices, the mixers are available in a traditional chrome or three durable PVD finishes – magnetic grey, brushed gold and silver storm – allowing each mixer to effortlessly fit with a range of aesthetics, while staying scratch free for over 10,000 use cycles.

The cuboid mixers pair perfectly with the defined edges of the Extra basins and complementary Blend Cube WCs and bidets. The angular designs work equally well when contrasted with other products from the Atelier Collections portfolio too, made possible by Ideal Standard's Singular™ philosophy. Singular™ allows customers to seamlessly mix and match products from across the company's other ranges creating a near limitless array of customisation. For example, Ideal Standard's thermostatic shower ranges also feature squared edge designs, like those seen in the Ceratherm C100, Ceratherm Navigo, and the IOM square accessories range, which, when combined with Extra can offer a cohesive geometric style in perfectly matched colours and finishes.

Speaking on the expansion to the Extra range, Roberto Palomba, Chief Design Officer of Ideal Standard said: "The addition of the mixers to the Extra range in our Atelier Collections offer a true representation of the quality and craftsmanship of the products seen throughout the portfolio. Extra combines geometric design, straight lines, sharp edges and flat surfaces offering a contemporary take on mixer taps, pairing perfectly with products from across Ideal Standard's wider collections for a flexible product that adds style to any high-end bathroom."

For more information please visit: XXX

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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 8,000 people, operating at 9 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).

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