

Press Release

April 2023

Ideal Standard launches new sustainable shower system Alu⁺

Leading bathroom manufacturer, Ideal Standard, has exclusively previewed its latest showering range, Alu⁺, launching in June 2023. The new collection stands out with its modern colour palette, practical features and strong sustainability credentials, offering customers a contemporary shower solution for modern living.

In terms of aesthetics the shower systems feature elegant rectangular lines that are perfectly accented by the circular mixer, showerhead and hand spray. The contemporary design is further complemented with the option of three low-sheen finishes – Silk Black, Rosé and Silver, giving customers the option to play with colour in a new and exciting way.

Sustainability has been prioritised too, with Alu⁺ created from high quality recyclable aluminium that is made up by 84% recycled content. Completely free from chrome, lead and nickel, Alu⁺ also features water saving technology, which is built into the entire range – the flow limiters restrict consumption to just 8 l/min for the hand spray and 12 l/min for the rain shower without impacting performance.

All plastic parts of Alu⁺ are made from high performance, drinking water compliant polymers to ensure water is never polluted with harmful plastics. In fact, Ideal Standard is making sustainably conscious decisions throughout the full product lifecycle for Alu⁺, with all packaging being completely recyclable and free from single use plastics.

Practicality is central to the range, and Alu⁺ includes storage shelves and matching beauty bars, with mirrors and other storage solutions available in the same three colours. The hand spray and extra-large rain shower head feature two different spray modes for users, with a normal Rain spray and the luxurious SilkRain mode, which sees the shower system dispense ultra-fine water droplets for a premium, spa-like experience.

Switching between spray modes is simple, with an easy to adjust lever on the hand spray and Ideal Standard's EasyDial control knob on the shower head. Both the hand spray and shower head are easy to keep clean and free from limescale thanks to the practical

EasyClean spray nozzles. The range is available in both thermostatic and single lever options as well as shower rail sets with handset and shower systems with diverter to easily switch between hand spray and overhead shower.

Furthermore, Ideal Standard's Singular™ philosophy makes the shower system easy to pair with matching Cerafine O taps and Idealrain shower accessories in the same colours and style, as well as Ideal Standard's wider collections of shower trays and enclosures, ceramics, and furniture.

Bert Depiere, Vice President of Fittings at Ideal Standard International, said: "Ideal Standard has a long history of delivering innovative, high-quality products that encourage sustainable living practices, with technologies designed to help conserve energy and water. The new Alu+ range is a prime example of our commitment to reimagining material design and maximising recyclability, we hope that by delivering beautiful and functional yet also sustainable collections, we can set a new standard in bathroom design."

The collection will be available in June 2023, stay up to date on Ideal Standard's new releases on its website: www.idealstandard.co.uk

-ENDS-

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



Ideal Standard

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
T: +44 (0)7592 386 335