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Press release

Ideal Standard unveils new design-led Gusto kitchen tap collection

Ideal Standard has launched its new Gusto tap range, designed specifically for kitchens. Gusto marks Ideal Standard's latest expansion into the kitchen sector, offering a versatile, practical and premium solution to its growing portfolio.

The Gusto collection has been developed and designed with immense attention to detail, supported by over 100 years of knowledge and innovation in brassware manufacturing, which has placed Ideal Standard firmly at the forefront of the bathroom and washroom sector. The new taps offer a striking Italian aesthetic – provided by design powerhouse Palomba Serafini Associati (PS+A) and its Founder and Chief Design Officer of Ideal Standard Roberto Palomba – helping to create a solution which perfectly complements contemporary kitchens.

The range is available in two different styles, Gusto Round, a classic and elegant curved design and Gusto Square a bolder, contemporary square shape. Both styles come in a variety of models featuring pull-out spout options as well as dual spray modes, enabling users to easily clean plates and cookware, switching between regular water flow and spray action at the press of a button.

The Gusto iMX model was specially developed with cleanliness and convenience in mind. An integrated soap dispenser delivers soap at the push of a button, meaning washing-up liquid is always within reach, helping create a neater kitchen work surface and improving cleanliness around food preparation areas. The collection also includes semi-professional and professional models that feature flexible spouts, pull-down spray heads with practical magnetic holders, and integrated dual-spray buttons, providing at-home chefs with the best in design and performance.

Full of industry-leading technology, the Gusto sink mixers are available in traditional chrome, alongside Ideal Standard's bespoke PVD (physical vapour deposition) finishes. PVD is a superior metal surface that is significantly harder and more durable than other coatings. Independent testing demonstrates that the PVD-finished taps from Ideal Standard are so durable, they are still free from scratches and abrasion marks after 10,000

use cycles. The sophisticated shades of silver storm, brushed gold, magnetic grey and sunset rose make Gusto a standout design feature for contemporary kitchen spaces.

German-engineered and manufactured in Europe, the collection is built to last with its FirmaFlow®+ cartridge, which is capable of more than 750,000 use cycles, ten times the EU norm, while LightMove® technology ensures an effortless, smooth and precise adjustment of water flow and temperature.

Installation has also been considered when it comes to Gusto. The EasyFix+ technology enables tool-free fitting and reduces installation time by up to 50% when compared to other standard market taps.

Speaking on the range, Bert Depiere, Vice President of Fittings at Ideal Standard International, said: "We are really excited for our Gusto launch, as it is a prime example of what we can offer the kitchen sector, combining some of our most innovative technology with the design prowess of Ludovica + Roberto Palomba for striking solutions and a colour palette that can add an extra flair to the kitchen as well as reassurances on reliability and practicality."

For more information about the Gusto range, visit: [XX \[LINK TBC\]](#)

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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. The bathroom manufacturer works exclusively with renowned Italian design studio Palomba Serafini Associati to combine expertly crafted, design-led products with high-performance technologies to lead the industry in aesthetics and performance.

The company offers a wide range of bathroom solutions 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, but 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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