



PART OF **LIXIL**

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FOR IMMEDIATE RELEASE

American Standard, DXV, and GROHE Launch the “Beauty in Motion” Mobile Experience

National tour debuts at the 2016 International Contemporary Furniture Fair

NEW YORK, ICF (May 14, 2016) — The kitchen and bath brands that make up LIXIL Water Technologies—American Standard, DXV, and GROHE—have teamed up to create the “Beauty in Motion” mobile experience, which showcases standout solutions from each of the industry leaders. The special exhibit-on-wheels will make a national tour to visit select cities in the U.S., beginning in New York City at the International Contemporary Furniture Fair, booth #3686, from May 14-17, 2016.

“American Standard, DXV, and GROHE are continually raising the bar with stylish and innovative products for today’s homes—the ‘Beauty in Motion’ tour celebrates this, and takes a traveling showroom approach to drive visibility to the LIXIL portfolio,” said Maha El Kharbotly, chief marketing officer for LIXIL Water Technology Americas. “There is incredible value in seeing, touching, and operating the products in person, and we are delighted to bring these experiences to trade professionals, showroom customers, and influencers across the country.”

Here’s a look at some of the leading products that make up “Beauty in Motion” from each of the brands:



The sleek and stylish Beale Selectronic kitchen faucet from American Standard

American Standard is shining the spotlight on its new kitchen faucets—**Beale**, a hands-free, pull-down Selectronic faucet; and **Edgewater**, which features a blend of sleek styling and impressive functionality. The company is also driving attention to three freestanding tubs that promote elegant, sculptural styling with the **Kipling**, an oval tub; **Sedona**, a rectangular tub; and **Coastal**, an oval shape. What’s more, the mobile exhibit will showcase the **VorMax** flushing technology that eliminates the traditional tiny rim holes around the bowl that carry water during a flush, the VorMax flush delivers one powerful jet of water that scrubs the entire bowl completely clean.

DXV by American Standard selections blend the artisanal character of the past with the aesthetic and performance sensibilities of today. A highlight is the **AT200** Smart Toilet, which offers an unrivaled range of sophisticated features. Luxury conveniences such as hands-free flushing, automated lid opening and closing, and heated seat join a completely adjustable two-nozzle, water-spray system with integrated air-dryer to create a state-of-the-art smart toilet.



The SpaLet AT200 dual-flush smart toilet from DXV by American Standard

GROHE adds to the assortment with luxe products that elevate the kitchen and bath experience. The brand’s **K7** and **LadyLux3** kitchen faucets—the former, a contemporary statement; the latter, a transitional look—are both available as hands-free options that feature **Foot Control Technology**, a first-to-market introduction. The clever coup allows the user to switch the water flow on and off with a tap of



GROHE Foot Control Technology demonstrated with LadyLux3 Café

the foot on the activation plate installed discreetly in the toe space of the cabinet. The achievements continue with the **Minta Touch Generation 2** faucet, which impresses with its EasyTouch technology. The kitchen faucet intuitively reacts to the user’s touch, whether it is the back of the hand or wrist, to activate the faucet and help reduce the spread of germs. Another ware set to wow: **Retro-Fit**, which transforms an existing shower into a luxurious shower system with a showerhead and hand shower—the system can be installed without breaking the wall in one hour or less.

The mobile exhibition will be traveling to select cities through March 2017. To stay apprised of the tour’s local visits, follow the brand’s social media channels. The brands will tag social posts with **#BeautyInMotionTour**.

To learn more about the LIXIL brands and their products, visit www.americanstandard.com, www.dxv.com, and www.grohe.us.

ABOUT AMERICAN STANDARD BRANDS

American Standard Brands make life healthier, safer and more beautiful at home, at work, in the community and throughout the world. Offering total project solutions for residential and commercial customers around the world with respected brands such as American Standard[®], DXV[®], Safety Tubs[®], Crane Plumbing[®], Eljer[®], Fiat[®] and Decorative Panels International[®]. American Standard Brands is owned by [LIXIL Corporation](http://www.lixil.com) (TSE Code 5938), and is part of LIXIL Water Technology business, which operates across 150 countries. The LIXIL Water Technology brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON. Learn more at www.americanstandard.com, or follow us at twitter.com/AmStandard, <https://www.facebook.com/AmericanStandardPlumbing>.

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ABOUT GROHE

GROHE faucet and shower products are distributed in more than 180 countries and represent nearly 80 years of excellence in European design, innovation, engineering and quality. GROHE America’s headquarters are in the heart of the Flatiron district and houses the GROHE Live! Center, an interactive showroom created for inspiration and collaboration.

The GROHE Group is the world’s leading provider of sanitary fittings, comprising Grohe AG, Hemer, Hamburg and other subsidiaries in foreign markets. With its global GROHE brand, the GROHE Group relies on its brand values quality, technology, design and responsibility to deliver “Pure Freude an Wasser”. The GROHE Group was purchased by the LIXIL Group and the Development Bank of Japan in January 2014. The LIXIL Group is the global leader in the building materials and housing equipment industry.

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