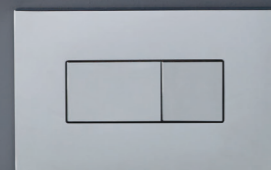


AquaBlade® FLUSH TECHNOLOGY

THE MULTI-AWARD-WINNING AQUABLADE® – A NEW ERA IN FLUSH TECHNOLOGY

The most significant development in the product category since the invention of the flush toilet in the 19th century, AquaBlade®, was launched by Ideal Standard in 2015, and its exclusive and patented technology offers the best superior flushing, even at low water volumes.

AquaBlade® technology sets new standards in both toilet design and optimum flush performance – the smooth, gently curved surface with no overhanging rim also means it is much more hygienic and easier to clean; it is quieter in flush, and has an all-round smarter design.



MULTI-AWARD-WINNING TECHNOLOGY

AQUABLADE® HAS WON MULTIPLE AWARDS IN RECOGNITION OF ITS DESIGN AND ADVANCED TECHNOLOGY

The prestigious Housebuilder Awards – Best Bathroom Product (UK) 2016. Recognition of the best in building and development products.

Gold Award for Innovation in Sustainability – Designer Kitchen & Bathroom Awards (UK) 2015. The Designer Awards recognise and reward the very best in kitchen and bathroom design.

Red Dot Design Award – Excellent design is selected by expert juries. The accolade of the Red Dot Design Award, the 'Red Dot', is an internationally recognised quality label for excellent design.

The International AIT Award – Best in interior and architecture. An internationally renowned jury of architects and interior designers award the best projects.

iF Design Award, organises one of the most prestigious design competitions in the world today. Every year the iF attracts more than 2,000 product entries from around 37 nations, which are judged by renowned experts, with the best of them receiving an iF seal of outstanding design quality.

The Build It Awards, in association with BuildStore UK, celebrate all aspects of self-build and renovation. The awards bring together architects, manufacturers and key industry figures in recognition of innovation and excellence.

The German Design Council bestows the **German Design Award**. The German Design Council is one of the world's leading competence centres for communication and brand management in the field of design.

AquaBlade® FLUSH TECHNOLOGY

CLEANER QUIETER SMARTER

CLEANER:
AQUABLADE® TECHNOLOGY ENSURES 95% OF THE SURFACE AREA IS RINSED CLEAN

QUIETER:
AQUABLADE® IS PROVEN TO BE UP TO 25% QUIETER THAN OUR EQUIVALENT MODELS

SMARTER:
MORE EFFECTIVE AND EFFICIENT USE OF WATER COMPARED TO STANDARD FLUSHES



reddot award 2015
winner



CLEANER QUIETER SMARTER

CLEANER

AquaBlade® technology outperforms all existing toilets in terms of hygiene. Traditional toilets leave a significant area of the bowl unwashed, particularly at the back of the bowl. The AquaBlade® channel is positioned close to the top of the bowl so that 95% of the surface area beneath is cleaned every time.

With AquaBlade® technology, the optimised water pressure and smooth curves of the bowl flush bacteria clean away with no unhygienic splashing. The bowls are also very easy to clean, with no overhanging rim to hide potentially dirty areas.



With traditional box-rimmed toilets, approximately 20% of the bowl is unwashed.

AquaBlade® technology ensures that 95% of the surface area below the channel is rinsed clean.

95% OF THE SURFACE AREA BENEATH IS CLEANED EVERY TIME

SMARTER

Technology is expected to function perfectly when it is combined with elegant and unobtrusive design, coupled with tangible functional benefits; then you truly have a product that can be described as a smarter design.

TECHNOLOGY IS EXPECTED TO FUNCTION PERFECTLY

AQUABLADE® TECHNOLOGY REDUCES THE TYPICALLY UNWASHED AREA BY 89%

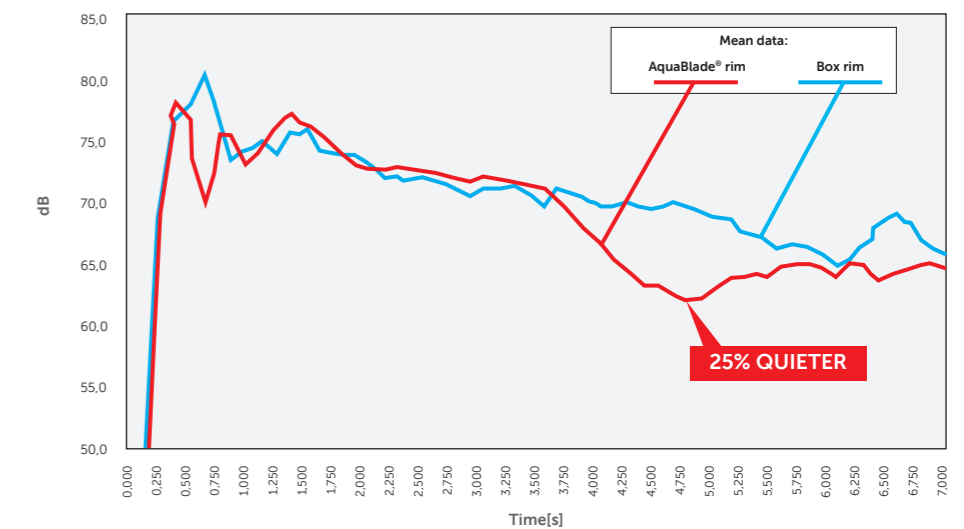
AquaBlade® technology now features in a wide range of toilet styles. Clockwise from above: Ideal Standard's Concept Air, Sottini Vara and Sottini Santorini.

QUIETER

In comparison with many traditional flushes, AquaBlade® is up to 80% quieter. Our scientific comparisons have been made against exact like-for-like toilet bowls, one with the new revolutionary AquaBlade® flush and one with a traditional flush. The results show a 25% reduction in noise.

THE RESULTS SHOW A 25% REDUCTION IN NOISE

dB Chart by Bowl Type



DON'T TAKE OUR WORD FOR IT...

Bernhard Franken of Franken Architects took a closer look and was very impressed by the simple, clean lines and discreet flushing channel.

The practical advantages are evident. The all-round integral channel means that practically the entire bowl is flushed. In addition to the visual aspect, this also considerably reduces the need for cleaning.

The cascading water runs down evenly at a sufficient pressure to wash everything away – quietly and without splashing.

The AquaBlade® channel is a real eye-catcher. It is practically invisible which makes it incredibly elegant and a great advance on its competitors.