

# JADO

## PRESS RELEASE

FOR IMMEDIATE RELEASE - MONDAY, 9 OCTOBER, 2006

# JADO UNVEILS NEXT GENERATION BATHROOM PRODUCTS

## ENTERS DIGITAL AGE WITH NEW COLLECTION DESIGNED BY JEAN NOUVEL

**PARIS, FRANCE** -- JADO, a leading provider of exclusive and luxurious designer bath and kitchen products, today unveiled its new range of bathroom fittings and accessories including a new "smart" collection. Designed by world-renowned architect Jean Nouvel, the "smart" collection uses an innovative digital sensor system for water and temperature control. This is the first time Jean Nouvel, famous for buildings including the Agbar Office Tower in Barcelona, the Fondation Cartier and Musée de Quai Branly in Paris, has explored new design frontiers in the bathroom solutions environment.



The distinctive range reflects JADO's vision to evolve bathrooms to the next level and to set a precedent for the future of bathrooms. JADO works with talented designers from all over the world, each injecting fresh thinking and originality into its range. From the Scandinavian minimalism of Friis & Moltke to the avant-garde style of Jean Nouvel, each designer's unique personality contributes something innovative to the brand.

The latest JADO collection designed by Jean Nouvel is one-of-a-kind and incomparable to any other bathroom collection on the market today. This new creative product line – with its bold organic look and sensor technology – provides a glimpse into the future of the bathroom. It encompasses digital technology, programming options to regulate temperature and water flow, as well as a pop-up hand-spray for the shower. JADO's Jean Nouvel collection embodies bathroom chic and at the same time offers products that are easy to use, install, maintain and clean.

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The centre-piece of the collection is a highly resistant chrome-plated brass tap with a design shape intended to replicate the natural effects of water erosion on stones and rocks. High-tech digital sensory technology offers a comfort level and ease of use unlike any other tap. It is completely battery driven so that there are no mechanical handles or levers. Instead, there are four easy-to-use flat buttons, with fast response time which provide on/off functionality and regulate the water temperature and flow. Batteries can easily be changed and are located in a sealed, water-proof control box that is easily accessible.

The collection includes a showering system and bath fitting with an integrated hand-held spray that comes into use the second it is picked up out of the socket. The range also features a full line of accessories including a unique modular towel rack system, using detachable bars, which can be fitted to suit individual space and tastes. In addition, the collection comprises a mirror, storage drawer, lotion dispenser, soap dish, tumbler, a modular towel rack system and hooks, as well as toilet accessory sets and add-ons.

"When we approached Jean Nouvel for this project, our brief included positive interaction between water and the user all wrapped in beautiful, quality materials," said John Rietveldt, President Ideal Standard, Europe, Middle East and Africa. "Following that, we gave him virtually 'carte blanche' in order to fully benefit from his unleashed creativity and the experimental design that he is known for. He has developed a collection that, we believe, is very exciting and futuristic; applying smart design for distinctive beauty. The collection is quintessentially JADO, combining cutting-edge design with innovative technology to create a range that is original, exclusive and of high quality."

"It was fascinating to experiment in order to create an intuitive interaction between water and human touch," said Jean Nouvel. "That is why I decided to work with a digital sensory system using a tactile interface and pictograms that are universally understood. Electronics with integrated micro-captors inside the fixtures detect human touch and enable ergonomic yet instinctive control of water. The hydro-dynamic system allows for a very natural flow of water, resembling a waterfall's transparency."

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The new JADO Jean Nouvel collection can be integrated with other JADO collections or existing bathrooms offering users the possibility to create a unique and individual style. The JADO brand encompasses the following collections:

- **GLANCE** – designed by ArteFakt. Simplicity, sensuality and consistency.
- **GLANCE WELCOME** – (ArteFakt) Intelligent design for restricted spaces.
- **CUBIC** – designed by Friis & Moltke. A display of cubism in its purest form.
- **GEOMETRY** – designed by Christian Bjørn and Ad Van Berlo. International class.
- **IQ** – designed by Matteo Thun. An intelligent, modern and minimalist design.
- **NEW HAVEN** - A modern classic fit for contemporary architecture.
- **LIGHTHOUSE** – Inspired by the Cape Hatteras lighthouse in North Carolina.
- **ORIENTAL** - Radiating warmth and charm.
- **PERLRAND CRISTAL** – With crystal handles made exclusively by Swarovski.
- **RETRO** – Evoking memories of 'art nouveau': A timeless nostalgia in 1920s style.
- **JADO's Coordinated Design** also offers matching fittings, accessories, wash basins, shower systems, furniture and kitchen taps.

For more than 110 years, JADO's product and brand philosophy has been based on the three principles of innovation, design and quality. True to its motto, "freedom of expression", the JADO collection does not impose one version of style. It encourages buyers to express their personal interpretation of beauty and goes from classic to modern, covering a wide range of tastes.

JADO taps and showering systems are produced at Ideal Standard's manufacturing facilities in Wittlich, Germany. This ensures constant quality of the highest standards. Modern techniques are combined with traditional skills that are employed when hand-finished individuality is called for, e.g., to achieve an "antique" look. JADO products also use an innovative surface treatment, called Ultra|Finish. This finish is more scratch-resistant, colour-fast, ultra hardwearing and has greater corrosion resistance. The molecular fusion of metal and gas ions makes it extremely hard and gives it its extra-long service life.

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### **ABOUT JADO:**

JADO belongs to Ideal Standard, the bath and kitchen business of American Standard Companies Inc (NYSE:ASD). JADO is driving forward freedom of expression through an exclusive range of highly luxurious, designer bath and kitchen fittings and furniture.

### **ABOUT IDEAL STANDARD:**

Ideal Standard, headquartered in Brussels, Belgium, belongs to the global bath and kitchen business of American Standard Companies Inc. (NYSE: ASD), and is driving forward wellness through innovation by developing design- and technology-based intelligent bathroom and kitchen solutions. Comprising some 13,000 people and operating 29 manufacturing sites across Europe, the Middle East and Africa, it is a leading provider of bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Ideal Standard in Europe is home to the following brands: Ideal Standard, JADO, Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France) and Vidima (Eastern Europe).

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