



For more information:

Nora DePalma

O'Reilly DePalma for American Standard

(770) 772-4726

nora.depalma@oreilly-depalma.com

FOR IMMEDIATE RELEASE

American Standard Brands and Blackman Plumbing Supply Announce Distribution Partnership

*Major New York and New Jersey Wholesale Distributor
Opts for Choice to Benefit Customers*

PISCATAWAY, N.J., April 10, 2014 – American Standard Brands and Blackman Plumbing Supply, Co. Inc, announced today that Blackman will begin offering American Standard and the exclusive DXV brand plumbing products in all Blackman locations on Long Island, New York City, and New Jersey. The products will be on display in all Blackman showrooms and available in as few as two months.

“Our customers expect choice when they walk into a Blackman location,” said Robert Mannheimer, President and CEO of Blackman. Our business model is to provide the broadest array of products for our retail, wholesale, and commercial customers. Adding the American Standard product line, especially the new DXV line, provides an exciting opportunity for Blackman and we anticipate that our customers will respond enthusiastically.”

- more -

Blackman plans to integrate American Standard and DXV into its showroom business, including some pioneering retail concepts to be rolled out over the course of the next 12 months. Additional American Standard Brands products will be available to serve Blackman's full breadth of markets, including the commercial segment.

David Lyon, director of showrooms for Blackman, cited the launch of DXV, the new American Standard luxury line, as being a key driver behind Blackman's renewed partnership with American Standard, 14 years after the companies last had a working relationship.

"Sculptural clean lines. Contemporary, Classic and Modern offerings. It just hits all the buttons for our stores," Lyon said, adding that DXV's channel exclusivity is also a draw. "It's not going to be all over the Internet or sold in retail chains."

"Blackman is embarking on groundbreaking ideas, and we are thrilled that they have selected American Standard Brands to be part of their plan," said Jay Gould, American Standard Brands president and CEO. Gould noted that the partnership exemplifies American Standard's approach to driving demand, through a focus on the consumer to increase sales and profitability throughout the supply chain, from manufacturer to wholesaler to trade professionals.

"Increased visibility for American Standard Brands in showroom environments will benefit all of our customers," Gould said. "As we roll out our own new offerings that will redefine what we all expect from bathroom and kitchen plumbing products, we look forward to partnering with Blackman to help raise the standard for beautiful bathroom and kitchens.

#

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](#) (TSE Code 5938), a global building products company. Learn more at www.americanstandard.com, or follow us at twitter.com/AmStandard, and facebook.com/AmericanStandardPlumbing.