



For Immediate Release

Contact:

Kristen Jenkins
White Good
717.693.3442
kjenkins@whitegood.com

Julie McCrary
White Good
717.278.0515
jmccrary@whitegood.com

American Standard Brands and GROHE Return to KBIS 2016
LIXIL Water Technology Group Brands to Exhibit at Design & Construction Week®

(Alpharetta, Ga.) – September 3, 2015 – The National Kitchen & Bath Association (NKBA) is pleased to announce the return of American Standard Brands and GROHE to the 2016 [Kitchen and Bath Industry Show \(KBIS\)](#), to be held January 19-21, 2016 at the Las Vegas Convention Center as part of Design and Construction Week®.

“With the formation of the LIXIL Water Technology group representing the world’s largest global leader in sanitaryware, it is the ideal time for American Standard Brands and GROHE to rejoin the award-winning KBIS show,” said Maha El Kharbotly, chief marketing officer at American Standard Brands. “We are excited to showcase innovative products and technologies from our GROHE, American Standard and DXV brands, created through our global resources and broad knowledge base in design and development.”

When visitors tour the American Standard, DXV and Grohe booths, they will experience innovative, high quality bath and kitchen solutions, including products for easy bath and shower transformation, water conservation and varying design preferences.

The LIXIL Water Technology division operates across 150 countries, with research and development centers of excellence based in Germany and Japan. Its global sales structure is notably characterized by its diversity, encompassing a variety of brands and product categories offered in multiple markets and sales channels. This means LIXIL Water Technology can provide design and construction professionals, and their customers, distinctive and complete bathroom solutions.

“We are thrilled that our members American Standard Brands and GROHE are returning to KBIS for 2016,” said Bill Darcy, NKBA CEO. “Their renewed commitment, joining more than 400 new and returning exhibitors, underscores the value KBIS brings – inspiring, educating, and engaging the industry.”

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In May, KBIS was named the fastest-growing show in attendance in both percentage growth and sheer numbers. These designations recognize KBIS among the trade shows that grew faster than 99 percent of the trade shows held in the U.S. The unparalleled growth of KBIS coupled with its co-location with the International Builders' Show (IBS) in 2013 to create the mega-event, Design & Construction Week®, has established KBIS as the premiere platform to see the best and latest designs from the kitchen and bath industry.

For 2016, KBIS and IBS will welcome a combined 3,200+ exhibitors, within more than 1 million+ sq ft of shared exhibit space. Last year, Design and Construction Week® drew more than 132,000 residential design and construction professionals.

The American Standard and Grohe booths will be next to each other in the South Hall, booth numbers S8041 and S8051.

To learn about the latest KBIS 2016 news and announcements, visit www.KBIS.com or www.kbispressroom.com. Follow us on Facebook at <http://www.facebook.com/KitchenBathIndustryShow> and on Twitter at [@KBIS2016](https://twitter.com/KBIS2016).

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 the LIXIL Water Technology business, which operates across 150 countries. 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, and on Facebook at <https://www.facebook.com/AmericanStandardPlumbing>.

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 GROHEDive! 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.

For more information and to find local showrooms, please visit www.grohe.com/us or call 1-800-44-GROHE (47643).

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About KBIS

KBIS, in conjunction with the National Kitchen and Bath Association (NKBA), is an inspiring, interactive platform that showcases the latest industry products, trends and technologies. KBIS is the voice of the kitchen and bath industry and has been for 50 years.

Early in 2013, the National Kitchen & Bath Association (NKBA) and National Association of Home Builders (NAHB) announced an agreement to co-locate the Kitchen & Bath Industry Show (KBIS) with the International Builders' Show (IBS) in Las Vegas, Nev. in February 2014 under the banner of Design and Construction Week™. The mega-event will return Jan. 19-21, 2016, in Las Vegas with each show occupying a separate hall. Kitchen and bath brands that have participated in both shows can continue to choose to exhibit in the KBIS or IBS hall. One pass will provide access to both exhibits. NKBA and NAHB will continue to produce separate educational programming and special events.

About Emerald Expositions

Emerald is a leading operator of large business-to-business tradeshows in the United States, producing more than 85 tradeshows and conference events per year connecting over 525,000 buyers and sellers across ten diversified end-markets, including general merchandise; sports; hospitality and retail design; jewelry, luxury, and antiques; e-commerce; photography; decorated apparel; building; healthcare; and military. Emerald is headquartered in San Juan Capistrano, Cal. The company's shows are typically the most prominent and important for exhibitors and attendees within their various industries. For more information on Emerald, please visit www.emeraldexpositions.com.

About the National Kitchen & Bath Association

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the KBIS®. With nearly 14,000 member companies representing tens of thousands of members in segments of the kitchen and bath industry, the NKBA has educated and led the kitchen and bath industry since the association's founding in 1963. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

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