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FOR IMMEDIATE RELEASE

DXV 3D Printed Residential Faucets Win Silver in IDSA International Design Excellence Awards (IDEA) 2016

PISCATAWAY, N.J. (August 24, 2016) — The DXV by American Standard collection of 3D printed residential faucets — the [Vibrato](#), [Trope](#) and [Shadowbrook](#) styles — have been named a Silver Winner in the 36th annual International Design Excellence Awards (IDEA) announced by the Industrial Designers Society of America (IDSA) on August 17, 2016.

The [3D printed residential faucets](#) are among more than 1,700 projects from 30-plus countries that competed in IDEA 2016. The Vibrato, Trope and Shadowbrook models are the first-ever collection of 3D printed metal faucets created using Direct Metal Laser Sintering (DMLS), a revolutionary additive manufacturing process. While this technique has been used to create plastic prototypes for years, these are the first ready-for-market residential faucets printed in metal.



DXV by American Standard was named a 2016 Silver Winner for its inventive 3D printed residential faucet collection in the International Design Excellence Awards (IDEA) announced by the International Designers Society of American (ISDA).

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The faucets are printed using a computer-guided laser beam that fuses powdered metal into the desired shape with high heat and pressure. A solid metal block gradually arises out of the powder, and is then hand-finished to smooth extraneous metal and reveal the design. In a revival of bespoke craftsmanship, the faucet is then hand-finished by an artisan who gives it a rich, fine patina and feel that mimics the texture found on antique silver pieces.



The DXV Shadowbrook, Trope and Vibrato bathroom sink faucets are the first commercially-available residential faucets created with additive manufacturing, better known as 3D printing, representing a breathtaking revolution in faucet design and engineering. This groundbreaking collection of 3D printed faucets won the Silver in the recent 2016 IDSA International Design Excellence Awards.



Product designers Gabriela Ravassa and Greg Reinecker from DXV by American Standard attended the August 17, 2016 IDSA International Design Excellence Awards and accept the Silver Award for their Company's 3D printed metal residential faucet collection.

This 3D printing process opens up exciting possibilities for the design and function of faucets, enabling avant-garde ways to present water and completely redefine the user experience, as each of the DXV 3D printed faucets distinctly showcases.

“Winning the prestigious IDEA Award is quite an achievement and speaks volumes about the ambition, creativity and determination of the DXV product design team,” said Maha El Kharbotly, chief marketing officer of LIXIL Water Technology Americas, the global business unit under which DXV operates. “We foresee that 3D printing will have a major transforming effect on the building and construction industry. Our 3D printed faucets represent the commitment of DXV to be a leader in this paradigm shift by designing products that will enhance the quality of consumers’ lives.”

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Jury Chair Cameron Campbell, IDSA, led a team of global design experts to judge more than 600 finalists from June 3 to 6 at the iconic Henry Ford Museum in Dearborn, MI. IDSA announced 63 Bronze winners on July 1. Then on August 1, in a grand IDEA 2016 Ceremony at The Henry Ford, 26 Gold and 47 Silver were honored. “IDEA has an incredible legacy of establishing the best in international design,” says Campbell.

IDEA 2016 winners span a wide range of 21 categories such as social impact; medical and scientific innovations; transportation; home and garden; office; personal accessories; children’s products; sporting goods; and much more. IDSA Board of Directors Chair John Barratt — himself a former IDEA jury chair — hails the competition as “the authority on design”, showcasing new designs in products that are used every day, and products featuring first-of-a-kind innovations.

The IDEA 2016 Ceremony was followed by the Samsung-sponsored Gala, which also kicked off the IDSA International Conference (#IDSADetroit16) from August 17 to 20 at the Detroit Marriott at the Renaissance Center.

Congratulate the IDEA 2016 winners using #IDSAIDEA on Twitter [@IDSA](#); Industrial Designers Society of America on [Facebook](#) and [LinkedIn](#); and [@IDSAdesign](#) on Instagram.

These [3D printed faucets from DXV by American Standard](#) will be available in select showrooms in 2016. The Vibrato faucet is priced at \$19,500, the Trope at \$17,000, and the Shadowbrook at \$18,000.

For more information, visit www.dxv.com or call 800-227-2734.

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About IDSA

Founded in 1965, the nonprofit IDSA is one of the oldest and largest membership associations for industrial design professionals, with thousands of members in dozens of Professional Chapters, Student Chapters and Special Interest Sections in the United States and internationally. IDSA sponsors IDEA®, the world's most prestigious and rigorous design competition. The Society hosts events including an annual International Design Conference, five District Design Conferences and a Medical Design Conference—bringing together some of the biggest names and brightest minds in industrial design and related fields. Global outreach includes designUpdate and designBytes e-newsletters; INNOVATION magazine; and the Yearbook of Design Excellence featuring IDEA, IDSA Award and Student Merit Award winners. IDSA Ambassadors support and promote industrial design with research and thought leadership.

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