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For more information:  
Nora DePalma, O'Reilly DePalma  
For LIXIL Water Technology Americas  
American Standard, DXV  
(770) 772-4726  
[nora.depalma@oreilly-depalma.com](mailto:nora.depalma@oreilly-depalma.com)

Josh Schoenfelder, Sharp  
For LIXIL Water Technology Americas  
GROHE  
(212) 829-0002  
[js@sharpthink.com](mailto:js@sharpthink.com)

**FOR IMMEDIATE RELEASE**

## American Standard, DXV, and GROHE Launch the “Beauty in Motion” Mobile Experience

Innovative, High-Style Kitchen and Bath Solutions from LIXIL Water Technology  
Highlighted in Traveling Showrooms Visiting Select U.S. Cities

PISCATAWAY, N.J. (June 22, 2016) — American Standard, DXV, and GROHE — the kitchen and bath brands that comprise LIXIL Water Technology Americas — have teamed up to create the [“Beauty in Motion” mobile experience](#). This special exhibit-on-wheels, showcased in two tractor trailers touring the country, creatively displays the standout solutions from each of these industry leaders. The tour began in New York City at the International Contemporary Furniture Fair (ICFF) on May 14, 2016 and will visit select cities in the U.S. through March 2017.



The “Beauty in Motion” mobile showroom — a joint venture between American Standard, DXV and GROHE, the kitchen and bath brands that comprise LIXIL Water Technology Americas — will visit select U.S. cities this year to promote the wide assortment of stylish and innovative products available from each brand.

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“The ‘Beauty in Motion’ tour is a celebration of the numerous designs and collections introduced this year by American Standard, DXV, and GROHE for today’s homes. This traveling showroom approach is an method to promote the newest additions to the LIXIL portfolio,” said Maha El Kharbotly, chief marketing officer for LIXIL Water Technology Americas. “There is no better way to give showroom associates, trade professionals, and interior designers across the country full access to see, touch, and try the products in person. It’s a true delight to share these special experiences with our clients across the United States.”

In an impressive feat for mobile showrooms, many of the bath and kitchen faucets, toilets, hand showers and showerheads on display are working models, allowing visitors to experience a wide variety of products firsthand.

Here’s a look at leading products featured in the “Beauty in Motion” exhibit from each of the brands:

For [American Standard](#), the spotlight is on a selection of intuitive new kitchen faucets — **Beale**, a hands-free, pull-down electronic faucet showcasing exclusive Selectronic sensor technology; and **Edgewater**, which features a blend of sleek styling and impressive functionality with its choice of four spray patterns to service any kitchen task. Attention is also given to the **Coastal** freestanding soaking tub, featuring an oval design that promotes contemporary sculptural styling at affordable pricing. What’s more, the mobile exhibit showcases the ground-breaking **VorMax** flushing technology that delivers the cleanest flush ever engineered and has been verified to clean the bowl two times better than conventional toilets\*. Taking water



Among the highlights of the “Beauty in Motion” tour, which showcases kitchen and bath products from American Standard, DXV and GROHE, are displays of working products like these showerheads and thermostatic valves that can be sampled by visitors to the mobile showrooms.

conservation to the next level, the new **H2Option** dual-flush ultra-high-efficiency toilet (UHET) is on display. It has earned MaP PREMIUM certification for flushing at least 600 grams of solid waste using an average of only 1.1 gallons of water per flush (gpf).

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[DXV by American Standard](#) selections blend the artisanal character of the past with the aesthetic and performance sensibilities of today. Among the highlights from this high-end brand is the **SpaLet AT200 dual-flush smart toilet**, which offers an unrivaled range of sophisticated features. Luxury conveniences such as hands-free flushing, automated lid opening and closing, and heated seat combine with a completely adjustable two-nozzle, water-spray system with integrated air-dryer to create a state-of-the-art smart toilet. DXV also showcases opulent freestanding soaking tubs in this exhibit with the minimalist **Lyndon Collection** in the 44-foot mobile showroom and the Golden Age-inspired **Fitzgerald Collection** in the 49-foot exhibit. Models from each of the distinguished DXV lavatory and kitchen faucet collections will also be highlighted in the showrooms.

[GROHE](#) adds to the assortment with luxe products that elevate the kitchen and bath experience. The brand’s **K7** and **LadyLux3** kitchen faucets — the former, a contemporary statement; the latter, a transitional look — are both available as hands-free options that feature **Foot Control Technology**, a first-to-market introduction. The clever coup allows the user to switch the water flow on and off with a tap of the foot on the activation plate installed discreetly in the toe space of the cabinet. The achievements continue with the **Minta Touch Generation 2** faucet, which impresses with its EasyTouch technology. The kitchen faucet intuitively reacts to the user’s touch, whether it is the back of the hand or wrist, to activate the faucet and help reduce the spread of germs. Another ware set to wow: **Retro-Fit**, which transforms an existing shower into a luxurious shower system with a showerhead and hand shower — the system can be installed without breaking the wall in one hour or less.

The [mobile exhibitions will be traveling to select cities](#) through March 2017. To stay apprised of the tour’s local visits, follow the brand’s social media channels where posts will be tagged with **#BeautyInMotionTour**.

To learn more about the LIXIL Water Technology Americas products, visit the brand websites at [www.americanstandard.com](http://www.americanstandard.com), [www.dxv.com](http://www.dxv.com), and [www.grohe.us](http://www.grohe.us).

\*Source: IAPMO R&T Labs Test Report No. 109-141486-002, comparing VorMax against conventional under-the-rim-water-dispersal toilets from major retailers.

#### **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), and is part of LIXIL Water Technology business, which operates across 150 countries. The LIXIL Water Technology brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON. Learn more at [www.americanstandard.com](http://www.americanstandard.com), or follow us at [twitter.com/AmStandard](https://twitter.com/AmStandard), <https://www.facebook.com/AmericanStandardPlumbing>.

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Maximum Performance (MaP) testing performed by IAPMO R&T Lab. MaP Report conducted by Veritec Consulting, Inc. and Koeller and Company.

#### **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 GROHE Live! 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.

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