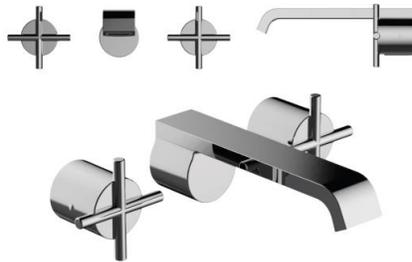




**FOR IMMEDIATE RELEASE**

**HOTEL X TORONTO ANNOUNCES DXV, AMERICAN STANDARD PARTNERSHIP AHEAD OF HIGHLY-ANTICIPATED GRAND OPENING**

*Luxury custom bathroom fixtures to be featured throughout hotel*



**TORONTO – March 15, 2017:** Hotel X Toronto President, Henry Kallan, announced today that American Standard and DXV, both part of the LIXIL Americas brand portfolio, have partnered with the hotel to provide luxury bathroom fixtures throughout the property, which is slated to open this summer on the Exhibition Place grounds in Toronto.

According to Kallan, American Standard and DXV products were a natural fit for Hotel X Toronto. “Each design element of Hotel X Toronto has been carefully selected to create a unique atmosphere within Toronto’s first urban resort,” said Kallan. “We selected American Standard and DXV luxury bathroom fixtures line to provide a truly refined experience for our guests. We are also delighted that their hardware elegantly showcases the X in our name, reflecting our attention to detail and a whimsical quality Library Hotel Collection fans expect.”

In addition to DXV’s Rem faucets with custom cross handles designed exclusively for Hotel X, LIXIL’s portfolio of luxury bath and kitchen products will be featured in a variety of hotel suite configurations, including the Seagram Collection freestanding tub with Contemporary Floor Mount Bathtub Faucet, and Contemporary Round Shower Heads. American Standard, an established brand known for its quality bath products, will furnish suite bathrooms with its Boulevard Collection one piece toilets and undercounter sinks, as well as communal washrooms with a selection of its commercial line fixtures.

“At the onset of the project, we instinctively knew Hotel X, a high-profile hotel in a very desirable Toronto location would marry well with our luxury offering of bathroom products, DXV, to create a perfect union,” said Michelle Roberts, National Multi-Unit Segment Leader for LIXIL, who worked with the design team to create the custom Rem fixture handles and played a key role in product selection for Hotel X. “This is a one-in-a-million property that I feel will serve as a cornerstone to future boutique development, and we are thrilled to be a part of it!”

Hotel X Toronto will have 404 rooms including double queen bed and single king bed configurations, as well as suites with kitchenettes, all featuring faucets and fixtures from both LIXIL brands. In addition, Hotel X Toronto's plans include over 26,000 square feet of meeting space, many with exceptional lake views; two cinemas; two swimming pools; seven bars, restaurants and lounges including the three-storey rooftop "Peregrine SkyBar," destined to become a Toronto landmark due to its unparalleled views of the city skyline and lake; and TEN X Toronto, a 90,000 square-foot athletic facility with multiple indoor tennis and squash courts, yoga, cycling and Pilates studios and state-of-the-art Technogym equipment.

Hotel X Toronto will open in summer of 2017.

#### **ABOUT DXV**

DXV is a portfolio of luxury bath and kitchen products that celebrates the distinguished 140-plus-year heritage of American Standard. DXV [reimagines the most influential design movements](#) during that time: Classic (1890-1920), Golden Era (1920-1950), Modern (1950-1990), and Contemporary (1990-Present). DXV is part of [LIXIL](#), a global leader in housing and building materials products and services. The [DXV Showroom at Flatiron](#) is open to explore our luxury products and collections. Learn more at [www.dvx.com](http://www.dvx.com), or follow us at [facebook.com/dvx](https://facebook.com/dvx), [twitter.com/DXV](https://twitter.com/DXV), [youtube.com/DXVLuxury](https://youtube.com/DXVLuxury), [pinterest.com/dvx](https://pinterest.com/dvx), [instagram.com/dxvluxury](https://instagram.com/dxvluxury).

#### **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<sup>®</sup>, Safety Tubs<sup>®</sup>, Crane Plumbing<sup>®</sup>, Eljer<sup>®</sup>, Fiat<sup>®</sup> and Decorative Panels International<sup>®</sup>. American Standard Brands is part of [LIXIL](#), a global leader in housing and building materials products and services. Learn more at [www.americanstandard.com](http://www.americanstandard.com), or follow us at [facebook.com/AmericanStandardPlumbing](https://facebook.com/AmericanStandardPlumbing), [twitter.com/AmStandard](https://twitter.com/AmStandard), [youtube.com/AmericanStandard01](https://youtube.com/AmericanStandard01), [Pinterest.com/amstandard](https://Pinterest.com/amstandard), [Instagram.com/american\\_standard](https://Instagram.com/american_standard).

#### **ABOUT LIXIL**

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brands including LIXIL<sup>®</sup>, GROHE<sup>®</sup>, American Standard Brands, DXV<sup>®</sup>, INAX<sup>®</sup> and Permasteelisa<sup>®</sup> are leaders in their industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at [www.lixil.com](http://www.lixil.com) and follow us at [facebook.com/lixilgroup](https://facebook.com/lixilgroup).

#### **About Library Hotel Collection**

Hotelier Henry Kallan's Library Hotel Collection features seven luxury hotels which, as a collection, have earned the highest guest satisfaction ranking of any luxury brand in the world. Members of the Library Hotel Collection include Aria Hotel Budapest; Aria Hotel Prague; Library Hotel; Casablanca Hotel; Hotel Giraffe; Hotel Elysées; and the 403-room lakefront urban resort, Hotel X Toronto, set to open in 2017. Each of its individually-themed hotels in Manhattan and abroad has its own distinctive personality and charm, while sharing a commitment to providing unique beauty, exceptional value and an outstanding yet unpretentious travel experience for every guest. Kallan has been honored as Hotelier of the Year by the Boutique Hotel and Lodging Association, and each of the Library Hotel Collection's four New York City hotels have achieved top awards by TripAdvisor for over ten years, and have had all four New York hotels ranked as the #1, #2, #3, and #4 hotels in New York City at one time. Amongst top distinctions from global awards, the Aria Hotel Budapest was recently named the #1 hotel in the world by TripAdvisor's 2017 Travelers' Choice Awards.

Library Hotel Collection: A Novel Approach to Hospitality <http://libraryhotelcollection.com/>

Media Contacts:

Dena Gouweloos  
Siren Communications  
T: (416) 351-0777  
E : [dena@sirencommunications.com](mailto:dena@sirencommunications.com)

Kristin Sawyer, Flying Camel  
For LIXIL Americas (Canada)  
American Standard, DXV, GROHE  
T: (519) 756-2709 x225  
E: [Kristin@flyingcamel.com](mailto:Kristin@flyingcamel.com)