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**FOR IMMEDIATE RELEASE**

## **DXV Launches #ProjectDXV Partnership Initiative for Kitchen and Bath Designers**

*Goal is to Assist Interior Designers in Placing Projects for Publication;  
DXV Provides Styling, Photo and Media Support*

PISCATAWAY, N.J. (August 1, 2017) — Luxury plumbing brand DXV has launched [#ProjectDXV](#), a photography initiative that partners with North American interior designers to assist in getting their work published, and to build the DXV library of quality interior design installation photos. This program is now open and will run until March 31, 2018. #ProjectDXV asks interior designers to submit their project plans and specifications featuring [DXV fixtures, faucets and accessories](#) for the chance to have their final design professionally photographed and potentially pitched to media.



“We are thrilled to present this opportunity to partner with both upcoming and established interior designers focusing on bath and kitchen design.” said Margaret Monteleone, director of product marketing for LIXIL Americas, the division under which DXV operates. “Similar to our DXV Design Panel, this program offers the opportunity to amplify the work of talented designers in our industry.”

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#ProjectDXV invites interior designers to submit their project plans and specifications that featured DXV bath or kitchen products. Up to 14 installed projects from across North America (ten from the United States, four from Canada) will be selected. DXV will work with each designer to choose a local photographer, contributing \$2,500 to each styling and photography budget. Selected designers will also gain access to a professional PR team with valuable industry knowledge and support to pitch each project to appropriate media. The professional images of chosen participants will also be shared on DXV social platforms and company communications, to further promote the designers' awareness.

[#ProjectDXV](#) launched on May 15, 2017 at 9:00AM EST and will run through March 31, 2018 at 11:59PM EST. Full [submission requirements and guidelines](#) are available on the DXV website.

For more information, please visit [www.dvx.com/projectdxv](http://www.dvx.com/projectdxv).

#### **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. Learn more at [www.dvx.com](http://www.dvx.com), or follow us at [facebook.com/dxv](https://facebook.com/dxv), [twitter.com/DXV](https://twitter.com/DXV), [youtube.com/DXVLuxury](https://youtube.com/DXVLuxury), [pinterest.com/dxv](https://pinterest.com/dxv), [instagram.com/dxvluxury](https://instagram.com/dxvluxury).

#### **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).

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