



FOR IMMEDIATE RELEASE

American Standard Townsend Bath Collection Expands with Elegant Fixture Options, Ideal for Hospitality

Tub, HET, Furniture and Various Sink Configurations Add Distinctive Styling That Coordinates with Stylish Faucet Line for Fully Coordinated Guest Bathrooms

LAS VEGAS, HD EXPO (May 2, 2018) — Showcasing statuesque form and tapered design lines, the new [Townsend collection additions](#) include a distinctively angular freestanding tub, a [selection of bathroom sinks](#), and a [high efficiency, one-piece toilet](#), along with coordinating furniture pieces. Reflecting vintage industrial styling, this beautifully tailored suite from American Standard, part of LIXIL, maker of pioneering water and housing products, is designed to complement the existing collection of Townsend bath faucets and accessories, making it easy to build a perfectly coordinated modern bathroom in upscale hotel and hospitality settings.



The new Townsend collection from American Standard creates an elegantly contemporary suite that includes faucets, sink options, toilet, bathtub and coordinating furniture.

- more -

Freestanding Soaking Bathtub

Featuring a unique, “three-sided” design, the Townsend freestanding bathtub’s finished flat back provides the option of installing it against the bathroom wall to save space. This installation alternative allows the tub to be highlighted with either a wall or deck mount tub filler.



Showcasing clean angles and sculptural presence, the Townsend freestanding bathtub

can also be dramatically positioned as the centerpiece of a more expansive bathroom, accented with either a floor or deck mount tub filler. Additionally, this high-quality acrylic tub features a wide deck ledge that provides a convenient place to store toiletries and personal items.

Cleverly designed to suit bathrooms in a variety of sizes, the new Townsend freestanding bathtub from American Standard features a unique, “three-sided” shape that can be installed against a wall or as a stand-alone tub.

The tub’s drain and overflow are available in four popular finishes, coordinated to match the Townsend bathroom and shower faucet portfolio.

Bathroom Sink Options

To suit a variety of décor preferences, the Townsend collection offers a range of sink configurations that includes [pedestal, above counter, and under counter models](#). All three rectangular-shaped bathroom sinks – which offer generously sized side ledges to conveniently accommodate toiletries – display distinctively faceted interior lines in the basin and are available in a choice of white or linen.



Highlighting tapered design lines, the new Townsend pedestal sink and one-piece VorMax toilet from American Standard are striking complements to the vintage industrial styling of the Townsend widespread bathroom faucet.

- more -

The handsomely styled pedestal sink is a 35-inch Right Height model that provides increased comfort and ease of use. The angular above counter sink version offers a finished back, allowing a full-length mirror to be displayed behind it. These bathroom sinks were specifically designed to complement the [Townsend faucet collection](#), with its dramatic high-arc and traditional low spout widespread options, and stately single-handle faucet model.

High-Efficiency VorMax Toilet

Delivering a combination of urban styling, innovative technologies, and water efficiency, the new [one-piece Townsend toilet](#) leverages the power of the innovative VorMax flushing system, which has been independently verified to clean the bowl two times better than conventional toilets*.



This new Townsend VorMax high-efficiency toilet from American Standard delivers a powerful jet of water to thoroughly scrub the bowl with every flush, cleaning the bowl two times better than conventionally flushing toilets.

It's easy to keep sparkling clean between routine cleanings, with its CleanCurve Rim that omits the rim overhang and holes inside the bowl where dirt and buildup can hide. Plus, its EverClean antimicrobial finish inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface. The flushing action of the Townsend VorMax toilet delivers one powerful jet of water that scrubs the entire bowl completely clean, even the hard-to-reach spots under the rim.

This high efficiency toilet (HET) achieves the highest bulk removal score on the Maximum Performance (MaP) test, and has earned WaterSense-certification for providing high performance with its 1.28 gallons per flush (gpf), which is 20 percent less water than conventional 1.6 gpf toilets.

Providing personalized comfort with its Right Height (16 1/2-inch) elongated bowl configuration, the Townsend VorMax also includes a slow-close seat, anti-slip bumpers to lock the seat in place, a release button to remove the entire seat for easy cleaning, and a sanitary tab on the seat for easy lifting without touching the toilet.

- more -

Coordinating Bathroom Furniture

The collection also coordinates with the new [American Standard 30-inch vanity](#) for Townsend sinks, available in white or smoked grey, highlighted with sleek drawer pulls in a choice of chrome or brushed nickel finishes.

Additionally, a gracefully fashioned [American Standard 30-inch washstand](#) complements this assortment in white or smoked grey, with a convenient front towel bar in polished chrome or brushed nickel. Both the vanity and washstand can accommodate the Townsend pedestal, above counter or under counter sinks for a fully coordinated room setting. Optional Quartz tops



The new Townsend pedestal sink top offers generously sized side ledges for user convenience, with added storage options in the attractive styling of the coordinating American Standard washstand.

are available for mounting the sinks to these furniture pieces.

The Townsend freestanding bathtub has a list price of \$2,950 and is covered by a limited lifetime warranty. The Townsend bathroom sinks, all with a one-year warranty, have list prices as follows: pedestal sink with leg \$429 to \$537; above counter \$249 to \$311; under counter \$219 to \$274. The Townsend VorMax one-piece toilet has a list price range of \$751 to \$938. All toilet models are covered by a 10-year warranty.

The Townsend collection and American Standard vanity and washstand are available at [select kitchen and bath showrooms nationwide](#).

To learn more, visit americanstandard.com.

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

###

- more -

FOR MORE INFORMATION:

Nora DePalma, O'Reilly DePalma
For LIXIL Americas - American Standard, DXV, GROHE
(770) 772-4726
nora.depalma@betterpr.com

ABOUT AMERICAN STANDARD

American Standard makes life healthier, safer and more beautiful at home, at work and in our communities. For more than 140 years, the brand has innovated and created products that improve daily living in and around the bathroom and kitchen for residential and commercial customers. It has been recognized with more than 35 product innovation and design awards in the past five years. American Standard is part of [LIXIL](http://LIXIL.com), a global leader in housing and building materials products and services. Learn more at americanstandard.com, or follow us at facebook.com/AmericanStandardPlumbing, twitter.com/AmStandard, youtube.com/AmericanStandard01, Pinterest.com/amstandard, Instagram.com/american_standard.

ABOUT LIXIL

LIXIL makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM, as well as specialty brands such as DXV. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

Learn more at www.lixil.com, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

Townsend®, VorMax®, CleanCurve®, EverClean®, Right Height® and American Standard® are registered trademarks of AS America, Inc.

WaterSense® is a registered trademark of the U.S. Environmental Protection Agency (EPA).

MaP report conducted by Veritec Consulting Inc. and Koeller and Company.