

**Ideal Standard**

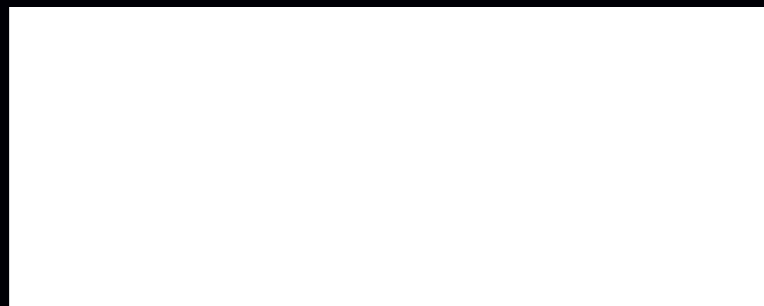
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# iS Ideal

STANDARD

[www.ideal-standard.co.uk](http://www.ideal-standard.co.uk)



Ideal Standard  
for house builders



# After sales & support

Our Customer Care Department is always on hand to give technical or product advice, both before and after installation. We have more than 30 trained advisors, divided into six teams, each specialising in particular product areas. So whatever your query, you'll get knowledgeable, expert advice. You can call us on 0870 129 6085, Monday to Thursday 8:00am to 5:00pm, Friday 8:00am to 4:30pm.

If you need help on site, we have a field team of technical support agents, backed up by specially selected and approved service engineers.

## Spares and maintenance

If you need spares, we deliver them within 48 hours to any address in the UK. Spares kits are also available.

We provide easy-to-use maintenance manuals, including specific product details, parts numbers, installation guides and guarantee documentation. You can also get this information online, at [www.fastpart-spares.co.uk](http://www.fastpart-spares.co.uk)

## Training

As well as the face-to-face, informal training offered by our field-based contract managers, we also run more structured courses, at the new Ideal Standard Presentation Centre at Armitage.

This is one of the most technologically advanced manufacturing facilities in the world, where we can provide specialist training programmes to suit the particular needs of your business.

You can also take part in a highly informative plant tour, and view new product launches in our showroom. Or if you prefer to arrange training at your own premises, we are very happy to bring our learning resources to you.

## The Ideal Standard guarantee

Our confidence in the quality and reliability of our products means we can offer outstanding guarantees on all our products. In the unlikely event of a product failing within the guarantee period, we will give you a free replacement or replacement part (or nearest equivalent). This guarantee applies to all products used properly for their intended purpose, and not to those which have been misused or abused in any way.

### Guarantee periods

- Lifetime guarantee** – all ceramic products, including Idealite shower trays
- 25 years from the date of purchase** – Idealcast and Idealform acrylic baths
- 10 years from the date of purchase** – shower enclosures and bath screens
- 5 years from the date of purchase** – whirlpool baths, enamelled steel baths, shower valves and kits, bath panels, taps and mixers, toilet seats and cistern fittings

Ideal Standard (UK) Ltd. P1237 07/08

# Working with Ideal Standard International



With so many different products and skills involved in a building project, you need to know you are working with the experts in each field. At Ideal Standard International, we are specialists in bathrooms and washrooms, with long experience and huge worldwide resources. Ideal Standard International is the country's largest bathroom manufacturer, with our UK plants employing more than 2,000 people. Our business goes back over 100 years, and is now part of a global operation, with 18,000 staff worldwide. In Europe alone, we manufacture in the UK, Italy, France, Germany, Greece, Bulgaria, the Czech Republic and Spain. As the world leader in bathrooms, we have unparalleled production and supply chain capabilities, and outstanding technical expertise. And of course our name is very well known, so your customers can have complete confidence in our brands and our products. For all these reasons, Ideal Standard is the best bathroom company to do business with – and we intend to keep this position by constantly improving in everything we do.

# Designer Styling

As Europe's leading bathroom manufacturer, we are dedicated to enhancing the total environment of the bathroom. Good design is about both form and function. Ideal Standard leads the way through technological innovation and award-winning European design.



## Design by

**Jasper Morrison** is one of today's most influential industrial designers. Born in London, he is renowned for his aesthetically elegant, quietly humorous style and has designed everything from a tray-table to a tram system. In the early 2000's Morrison set up a new studio in Paris and proceeded to divide his working life between there and London.



Jasper Morrison



## Design by

**David Chipperfield** has established himself as one of the world's most accomplished architects. His buildings are characterised by their careful, almost sculptural simplicity. The extent of his designs range in style from furniture commissions to urban planning projects. Many of these projects have been widely published and exhibited.



White and Silver



## Design by

**Robin Levien** Royal Designer for Industry is one of Britain's most consistently successful product designers of the last 25 years. In 1999 Robin set up Studio Levien with his wife Tricia Stainton to design domestic products for leading companies all over the world. He was made non executive Design Director of Ideal Standard in the UK in 2003.



Create



## Design by

**Marc Sadler**, is an accomplished designer with more than four decades of experience working for leading companies in a variety of sectors. Today Sadler designs furniture and furnishings, including electrical and domestic appliances, lighting and technical products. He also teaches in several design schools and universities across Europe.



Washpoint



## Design by

**Artefakt** Achim Pohl and Thomas Fiegl founded Artefakt industrie kultur in 1989. In collaboration with the international industry the ten man design team develops product lines based on a philosophy of simplicity, sensuality and constancy. This has been the basis for the success of their multiple awarded product developments.



Melange

# Code for sustainable homes (CoSH)

Water, our most precious resource, is more and more in demand. As water usage and its costs continue to rise, architects, planners and environmentalists are searching for new alternatives. Ideal Standard are at the forefront of this search.

To help you meet the water-saving requirements of the Code for Sustainable Homes, Ideal Standard offers a complete Sustainable Homes service. We can calculate and present specifications for you, which are accepted as evidence of compliance by Building Research Establishment (BRE) assessors.

## Water Saving

Changing lifestyles mean we now use 55% more water than we did 25 years ago. To help reduce this – and to help your project earn maximum water consumption credits – Ideal Standard is leading the way in water-saving technology. Developments include water-saving cisterns with delayed or dual flush, low-capacity baths, flow regulators for taps and showers, and click cartridge technology for taps which limits the initial movement to 50% of water flow.

Under the Code for Sustainable Homes, credits are awarded to homes on the basis of average water consumption. – as shown in the table opposite.

## Water Safety

As well as helping you save water, we have also developed technology to reduce the risk of hot-water scolds. On average, more than 400 children under the age of five are seriously scolded in the bath each year, and we are working hard to reduce this - through thermostatically controlled bathroom products, which meet TMV2 or TMV3 requirements for thermostatic mixing valves.

Active brassware - total safety  
The cool body technology on the dual control thermostatic bath fittings ensure the fitting remains safe to touch, whilst the thermostat guarantees that water temperature is maintained for comfort and safety. The temperature limit stop is available on all single lever models and can be pre-set in any of four positions to provide extra safety.

Thermostatic Valves 15mm and 22mm thermostatic blend valves for underbasin and underbath use to ensure the safe delivery of hot water.

## The Code Water Calculator

Water consumption (litres/person/day)	Credits	Mandatory Levels
<120 l/p/day	1	Levels 1 and 2
<110 l/p/day	2	
<105 l/p/day	3	Levels 3 and 4
<90 l/p/day	4	
<80 l/p/day	5	Levels 5 and 6
<b>Default Cases</b>		
None		

### 1 Jasper Morrison by Ideal Standard

Wall hung wc suite, Single 4.5 litre flush, Concealed cistern, Delayed fill valve 50cm basin, Semi pedestal, Jasper Morrison single lever basin mixer with flow restrictor

### 2 White by Ideal Standard

White close coupled wc suite  
Dual flush: 6 litre long/4 litre short  
Delayed flush valve  
White cube 50cm pedestal basin  
Silver single lever basin mixer with flow restrictor  
Silver TT shower valve with flow restrictor  
Moonshadow base connection high pressure shower kit, Serenis 90o corner shower tray and enclosure, right handed

### 3 Alto by Ideal Standard

Close coupled wc suite, Single flush:4.5 litre  
Delayed fill valve, 55cm basin, Full pedestal  
Water saving 149 litre bath, Lowered overflow to prevent overfilling, Ceramix Alto single lever basin mixer, CLICK cartridge technology  
Ceramic disc technology, Ceramix Alto 2 tap hole bath filler, Trevi Link shower valve (high pressure) Eco stop volume control for water conservation, Moonshadow standard connection high pressure shower kit

### 4 Link shower valve by Trevi

Trevi Link shower valve (high pressure)  
Eco stop volume control for water conservation  
Moonshadow standard connection high pressure shower kit, Create Idealcast shower bath left handed, Create shower bath curve screen  
Ceramplan single lever one hole bath filler  
Ceramic disc technology



# Ceramics suites and acrylic baths

For over a century, Ideal Standard has brought the highest quality bathrooms to millions of homes. Innovation – in terms of both technology and aesthetic styling – has always been fundamental to our products. So today, we offer a huge range of contemporary and traditional suites and baths, featuring the work of leading European designers, such as Seymour Powell, David Chipperfield, Robin Levien and Jasper Morrison.

White





# Bathroom furniture

Practical and built to last, our furniture ranges are designed to work in almost any bathroom, providing storage solutions and design features that work together to create the perfect bathroom. Choose from one of our modular or fitted furniture ranges, or for the smaller bathroom our innovative Space range can make a real difference.



### Space bathroom furniture

With a unique projection of 21cm, Space bathroom units can be fitted in almost any bathroom, opening up small spaces to a whole new world of high-quality design. Whether you are planning a new bathroom or modernising an existing one, Space furniture can make a real difference: storage problems are solved and unsightly plumbing is completely concealed. The end result is clean, modern and stylish.

### Create bathroom furniture

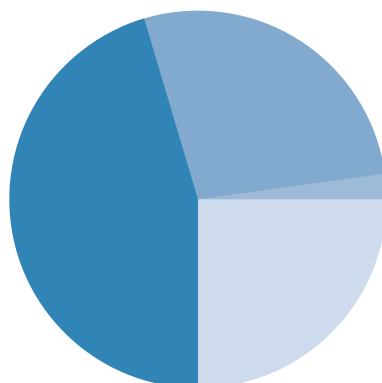
Practical and built to last, our furniture has a semi-fitted look which combines minimalist chic with the classic style of individual units. It comes in an oak or walnut finish and is complemented by a choice of worktops in oak and walnut laminate, or a sophisticated solid-surface option. It's the fine details and special touches which make Create furniture really exceptional:

- Pull-down doors are fitted with dampened stay with slow release, to prevent slamming.
- Drawers run out smoothly to their full extent and have 'soft-close' fitted as standard.
- Contemporary stainless-steel bar handles are available separately.
- Chrome basin collars for furniture pedestals are available separately.
- The deep drawers of the vanity chest provide truly generous storage.
- The mirror cabinet has a double-sided mirror and adjustable shelving.
- Furniture comes fully assembled for easy installation.



# Taps & Mixers

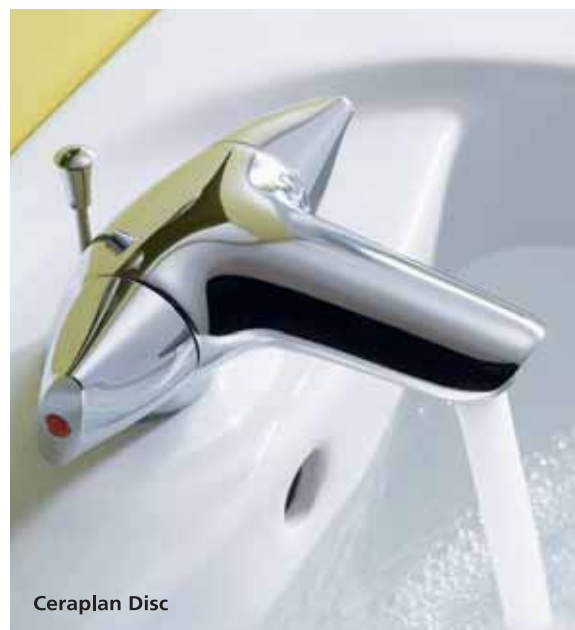
Taps and mixers provide the vital finishing touch to a bathroom, and often set the tone for both contemporary and traditional styles. Ideal Standard offers the choice you need to suit all types of home, with an extensive range of brassware manufactured to the highest standards.



## Split of total sales of Taps & Mixers by type in 2011

The split of total bathroom taps and mixer sales shows the trend away from pillars towards mixers and thermostats.

- Pillar taps
- Dual Control fittings
- Single lever fittings
- Thermostatic fittings



# Technical innovation

Ideal Standard leads the way through technological innovation to ensure basin, bath, bidet and shower fittings are easy to install and maintain, even in hard water or low pressure areas. The single lever designs which offer smooth, temperature-controlled water, dual controls for mixer bodies, and quarter turn operations for taps, were also originated by Ideal Standard.



## 1. TopFix installation

Mixers can easily be fitted from above the basin thanks to Topfix, our innovative patented feature. Topfix avoids the difficulty of tightening the fitting in the awkward space beneath the basin, making installation faster and simpler.



## 2. Ceramic Disc

The most up-to-date incarnation of the original single lever ceramic disc cartridge. Born out of the space age – created by Ideal Standard.

## 3. Click technology

Ideal Standard has researched the new house build market and concluded that energy efficiency is a top priority for buyers. The single lever basin mixer and bidet mixer incorporate a CLICK cartridge that encourages water saving – the user lifts the handle until they feel a slight resistance. This resistance means the fitting is delivering 50% of its maximum flow potential. Lifting the handle further enables maximum flow. The CLICK cartridge also has a built-in Temperature Limit Stop, which can be pre-set to provide extra safety.

# Showers

In the one area of the bathroom where performance really counts, Ideal Standard has built a solid reputation for reliability, innovation and stylish design. All our showers, pumps and kits are designed and manufactured under the Trevi brand, a recognised leader in showering technology.

We design all our products to be easy to install and a joy to use, and offer a comprehensive after-sales service to ensure your customers get the very best showering experience. The most powerful testament to the quality of Trevi showers is our five-year guarantee on all parts. We have great confidence in our products, and anyone who specifies them soon finds out why.



## Trevi Logical installation options



Airing cupboard installation  
- make use of convenient storage space



Loft installation  
- convenient for water inputs and ceiling connection to shower



Under bath installation  
- use otherwise un-used space behind the bath panel



TT with Ascari faceplate and Moonshadow kit



CTV with Elipse kit



CTV with extended lever

### TMV - What do the standards mean?

We can provide you with shower mixers and brassware that comply with the Thermostatic Mixer Valve (TMV) safety standards introduced by Buildcert, the independent industry organisation. TMV2 is the standard for domestic use, while TMV3 is the standard for institutions like hospitals, hotels and leisure facilities. Most Ideal Standard showers and brassware meet TMV3, ensuring the highest possible levels of safety.



# Shower enclosures & trays

Whatever the space or budget, Ideal Standard has shower enclosures and trays to suit. We offer a wide choice of shapes, sizes, styles and finishes, to meet the demands of any kind of bathroom or shower room – from the inspiring and luxurious to the smart and practical.



# Innovation

## Watertight tiling

Integral upstands can be tiled over and allow for tiling right to the shower tray surface. Flexible adhesive upstand is also available for trays where an upstand is only needed round part of the tray.



## Easy riser

Both flat top and upstand trays come with riser legs to make installation above pipework easy. Each leg comes with a spacer and is simply pushed into a pre-drilled hole on the underside. Leg heights can be adjusted once in position.



## Strong and light

Made from resin and mineral filler, and finished in acrylic, Idealite is as strong as stone but much lighter than even resin stone trays. Each tray comes complete with top access waste and resealing trap assembly.



## Simplicity trays

We call our versatile range of shower trays Simplicity, because it makes choosing a shower tray so simple. Available in white and pergamon colourways, the range includes all the popular shapes and sizes in flat-top, upstand and riser versions. Most importantly, Simplicity shower trays are sculpted from Idealite, an innovative new material developed by Ideal Standard, which is both light and strong. Finished in acrylic, its modern smooth surface is really easy to clean.

### Simplicity square



### Simplicity rectangle



### Simplicity quadrant



### Simplicity pentagon



# Family Living



Understated style, versatility and durability – the key qualities of Ideal Standard family bathrooms. We design these products to look fabulous and perform effectively down the generations.

Featured on these pages is the Alto collection, designed by Studio Levien. The range has many innovative features that you'd expect from a luxury bathroom range – at an affordable price.



Alto ensuite



Alto cloakroom



# Urban Living

Understated style, versatility and durability – the key qualities of Ideal Standard family bathrooms. We design these products to look fabulous and perform effectively down the generations.

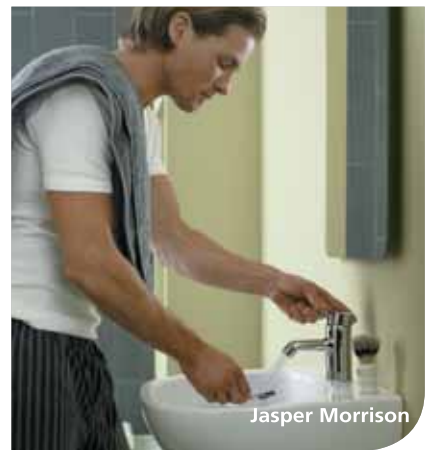


Space

**Space solutions** designed with your needs in mind. It gives you all the options to plan better bathrooms and add the extra facilities you need.



Create



# Affordable bathrooms

*Armitage  
Shanks*

With Ideal Standard you don't have to compromise design quality to achieve a cost effective result. We have a selection of affordable contemporary ranges that are the perfect solution.

**Sandringham** is an affordable way to create an attractive new bathroom. Its simple, clean lines adapt to any decorative style, and work particularly well with contemporary chrome taps and mixers.



Sandringham