



American Standard

Trusted By Generations

American Standard is one of the most iconic brands in sanitary ware with more than 140 year history, and a very strong innovation, culture and design heritage. American Standard offers solutions for the complete bathroom environment, hence there is a strong emphasis on design within the company; I am able to have holistic design approach to create not beautiful products with great functionalities but unique sensorial experiences for people

Inviting Style

We believe every function deserves a well-deserved form. A style that fits perfectly into your life.

Purposeful Function

Our Products are designed to make life healthier, safer and more beautiful.

Superior Performance

We have set and reset the standards for over 140 years.

Built to Last

From material to craftsmanship, it's quality you can depend on for a lifetime



Design Values

INVITING

Our product collections have been



Signature Elements

PILLOW

On the contour or on a main



reddot award
product design

Design Awards

Any form of recognition is always appreciated and tells us that we

thoughtfully created to reflect our core design values that not only offer style that is personal, approachable and satisfying but also make life healthier, safer, easier and more beautiful, to perfectly fit the discerning needs of consumers.

DEPENDABLE

Since the 1870s, American Standard has been bridging aesthetics with functionality to deliver dependable consumer-centric designs that are built to last.

PIONEERING

We keep the pioneering spirit alive in our product designs by integrating technological and sustainable features to produce award-winning designs.

surface, the pillow is mainly used to provide a soft and welcoming look and feel to the product which invites user interaction

LINE

The line is a flexible element which is often used as a detail on products to highlight functionality, increase comfort and provide a more sophisticated appearance.

FRAME

Used vertically or horizontally the frame format has been forever used to shape the consumer electronics and is now embedded in our psyche as a symbol of innovation.

are doing things the right way but more importantly, it drives us to go further and beyond to improve our offerings to enhance daily living in and around the bathroom and kitchen.