



Contents

Introduction

- 5 Our Legacy
- 6 Our Milestones
- 9 Bathroom Solutions
- 10 Clean is the New Green
- 12 American Standard Quality
- 14 Driven by Design, Powered by Technology

Bathroom Collections

- 18 *E*asyS*E*T
- 22 Acacia Evolution
- 28 Concept
- 32 Cygnet
- 36 Vallo
- 40 Milano
- 44 Laska Neu

Ceramics & Fittings

- 50 Tonic Toilets
- 50 Eco Toilets
- 50 Heron Toilets
- 50 Thin Touch Basins
- 51 White Basins
- 52 Active Basins
- 52 Contour Urinal
- 52 Simplicity Mixers
- 53 Solo Kitchen Mixers
- 53 Celia Kitchen Mixers



4

One vision, one legacy

American Standard was formed after an amalgamation of two industry leaders in their own rights – American *R*adiator and Standard Sanitary.

Since its inception in 1875, Standard Sanitary has pioneered many plumbing product improvements including enameled bathtubs, toilets, sinks, electric dishwashers, even adding colour to bathroom fiixtures. By 1930's, Standard Sanitary was leading the sanitation and plumbing industry.

American Radiator, on the other hand, dominated the heating equipment market and was the largest supplier of heating equipment in the world.

In late 1929, the combination of both the entrepreneurial fllair of American *R*adiator and innovative spirit of Standard Sanitary laid the foundation for what American Standard stands for today.

JOHN PIERCE



The roots of American Standard's innovation legacy can be traced back to a tiny tinware shop in Ware, Massachusetts, where John B. Pierce, an optimistic entrepreneur, purchased a tinware shop for \$2800 in 1872. With determination, a fresh coat of paint and an unwavering vision for the future, Pierce forged the beginning of a proud legacy that has made American Standard one of the most enduring and trusted brands in the industry. Since its humble beginnings, American Standard has led a pivotal role in redefining today's bathrooms by pioneering innovations – making modern bathrooms accessible to all.

Defiining moments, rewriting histories

Rise of Public Health

The advancement of sanitation has been important in the history of public health. In 1875, James Arnott and *F*rancis J. Torrance from Ireland founded Standard Manufacturing to make cast-iron water closets, washstands and bathtubs for the growing sanitation and indoor bathroom market.



Clarence Mott Woolley, forms American *R*adiator Company in 1892.

John Pierce purchases tinwork shop in Massachusetts in 1872. Forms Standard Sanitary in 1899.

The Growth of The Modern Bathroom

Alongside Standard Manufacturing, two companies producing enameled sanitary products were growing steadily. The fiirst was Dawes & Myler Manufacturing which was founded by ex- Standard Manufacturing stafff, Edward L. Dawes and William A. Myler. The other was Ahrens & Ott Manufacturing, set up by Theodore Ahrens and Henry L. Ott. In 1899, all three companies merged to form Standard Sanitary that led the expansion of the bathroom market and made modern bathrooms accessible to all.

AMERICAN RADIATORS

Standard Sanitary

Cornering The Market

By 1900, Standard Sanitary had become the world's largest supplier of plumbing goods; producing more than 150 bathtubs per day. American bathroom was modernizing with the country devoting resources to public sewage and bathrooms began moving indoors rapidly.





The Sanitary Advantage

In 1883, Standard Manufacturing perfected a process to coat pulverized enamel onto hot castings to form a smooth, white surface that was easy-to-clean and impervious to water— preventing corrosion and bacteria from forming and multiplying on the sides of metal tubs.



John C.Reed developed a process he patented to enamel tubs quickly and helped Standard Sanitary rise as the nation's plumbing leader.

Expanding The Product Line

In 1913, American Sanitary purchased the Great Western Pottery Company and began producing enameled porcelain products. The company began selling a complete line of cast-iron enameled kitchen sinks in 1917 after a successful launch at the Pittsburgh Annual *Exposition*.





Mega Merger Forms One-Stop Shop

While Standard Sanitary dominated the sanitation and plumbing industry, American Radiator, led by Charles Woolley, was the world's largest supplier of heating equipment. In late 1929, both companies merged to form American Radiator & Standard Sanitary Corporation; creating a single source for craftsmen and driving greater demand for heating and plumbing products.

American Radiator & Standard Sanitary CORPORATION

Supporting The War Efffort

By 1943, American Radiator & Standard Sanitary virtually halted all peacetime production to supply the armed forces with critical parts and munitions including the mould and castings for the B-29 Superfortress bomber. By war's end, the company had produced more than 2.5 million hand grenades and 75 million cast-iron nose pieces for bombs. A shortage of labour and materials in the post war years forced the company to put products on allocation as demand far outbaced available production.



American Radiator & Standard Sanitary advertised hope during wartime production.

The Bathroom Comes of Age

White has been the colour of choice in American bathrooms. It was clean, bright and sanitary. But in 1926, colour made its fiirst appearance in bathroom fiixtures from Standard Sanitary. Suddenly style entered the bathroom with a new attitude that made it an integral part of home décor



Peacetime Boom

The housing industry recovered quickly after WWII as afffordable housing was required for millions of returning war veterans. The new suburbia was born, and with it the expansion of plumbing products. In 1951, American Standard had moved into the kitchen: introducing steel sinks, steel walls, base and specialty cabinets, automatic dishwashers and electric food waste disposers.





Popular enameled steel k sink with integrated food disposal system

Turbulent Times

By 1971, American Standard sales reached \$1.4 billion with 70,000 employees. Despite a turbulent economy that led to a decade of controlled growth and expansion, the company grew worldwide. By 1979, it was operating in more than 20 countries and claimed the title as the world's largest plumbing manufacturer.



Refurbished Radiato Building

The Go-Go Davs

By the eighties, sales reached a record high of \$2.7 billion and innovation continued to drive market leadership. The company introduced Americast* in 1987, a game changing material that was lighter than cast-iron and more durable than enameled steel, and the Sensorium, the fiirst tub with electronics that controlled in-home appliances.





New Products For a Modern World

The sixties was a growth era for American Standard. The company expanded its product offferings, and ventured into new markets and technologies. Innovations included the now ubiquitous "push and pull" faucets, slip-resistant bathtubs, odour-removing Vent-Away toilet systems and remote control drain pop-ups. In 1968, a technological breakthrough in ceramic dish valves was added to American Standard faucets - promising leak-free operation for life.



Years of trouble-free performance were made possible through American Standard's patented ceramic-disc technology and washerless founds

We Want You to Love Your Bathroom

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Americans turned their attention to creating stylized living spaces that offfered a sense of comfort, retreat and relaxation. American Standard joined the renaissance by acquiring Porcher, a French-based luxury brand and a German-based faucet brand called JADO. In addition, new suites and product lines were added to attract style-minded consumers.



Fresh Ideas For a New Generation

In 2013, American Standard joined the LIXIL Group of Japan, one of the world's leading building products companies. With annual revenues exceeding \$16 billion, LIXIL is a family of brands with leading market position in windows, doors, exterior curtain walls, and of course kitchen and bathroom products.

Link to Good Living

Clean is the New Green

Innovation is our top priority at American Standard. Our latest introductions bring new levels of style and performance to our customers and continue to raise the standard of comfortable, beautiful, healthy and convenient living



Maximum fllushing performance, minimum water usage



PROGUARD Guards against water stains



ECOSTART Provides up to 30% energy savings



Provides 40% water savings with ease of control

Good Design Award 2014

Creation of American Standard Brands

American Standard wins 2014 Good Design Award for its Acacia Evolution basin mixer.



American Standard Companies, Inc., the parent company of American Standard announces break up. In 2007, Bain Capital purchased American Standard Global Bath and Kitchen business while Sun Capital bought over American Standard Americas, which led to the creation of American Standard Brands that included the integration of Elijer, Crane Plumbing and Fiat, all Sun Capital companies.

Efffectively kills E Coli



Bacteria







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FLUSHING TECHNOLOGY

Raising the Flushing Standard

Maximum Flushing Performance, Minimum Water Usage

The design of the bowl propels the water forward and creates a strong fllushing momentum.

6

DOUBLE VORTEX Maximum flushing performance, minimum water usage.

Bathroom solutions

American Standard has led the way in developing innovative sanitary products and continues to do so. It is this tradition of quality and innovation that spearheads the intelligence behind every American Standard offfering.



COMFORT PUSH BUTTON

A larger surface area for ease of use

PROGUARD

Guards against water stains

SKIRTED DESIGN

Premium Design allows for quick

release and easy exterior cleaning



DOUBLE VORTEX

Maximum fllushing performance, minimum water usage



RIMLESS CLEAN Hygienic and easy to clean



SOFT CLOSING SEAT & COVER

Gentle and quiet closing action

COMFORTCLEAN*

Efffectively Kills E Coli Bacteria



EASY RELEASE Easy removal for thorough cleaning



Easy to get on and offf, especially for the elderly, pregnant and disabled.



AIRNERGIZE

Air-infused water provides a luxurious shower experience while using lesser water

WATER SAVING

Water-saving for ecological and economical sense

EASYCLEAN Silicone aerator allows easy removal of limescale or dirt

Prevents shower hose from entangling



Clean is the new green

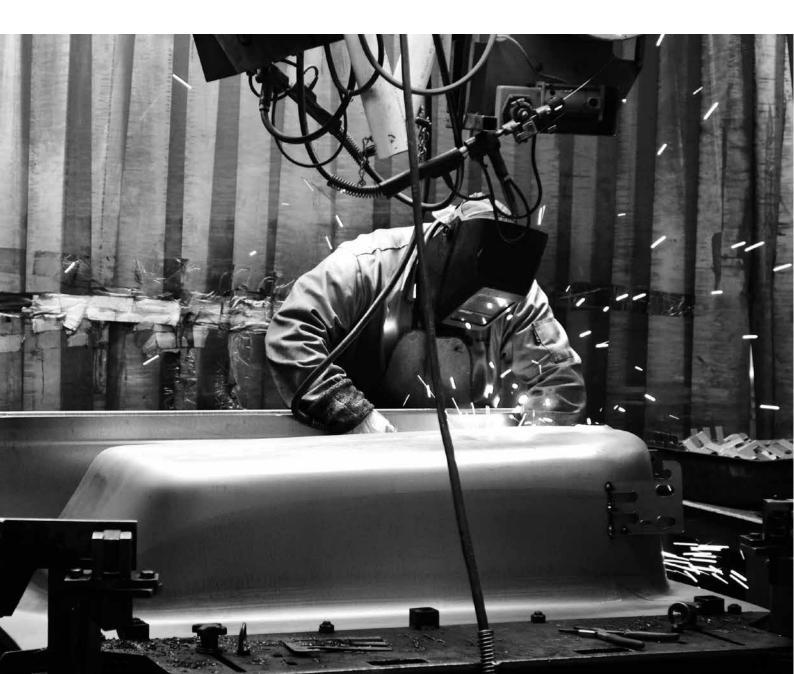
'Green' is more than an aspiration at American Standard. Our green effforts are evident in the clean technologies that we place in our products. *Each* thoughtful innovation is committed to safeguarding our planet.

The problem of water scarcity is a growing one as the world's population puts mounting demands on limited supplies. Never has it been more pressing to introduce clean technologies that will ensure an ecological balance. By reducing water consumption, minimizing the use of harmful detergents and cutting down on energy use, American Standard products aim to protect our precious planet, so that our future generations are assured of a clean and green environment.

Quantitative research, quality assured

No other single factor in the history of public health is as important as the advancement of sanitation.

At a time when people were fiirst bathing in metal tubs, American Standard perfected a process to coat pulverized enamel onto hot castings, creating an impervious surface that prevented corrosion and bacteria from forming on the metal tubs. This quickly elevated the company to a plumbing leader status.







We also introduced colour into bathroom fiixtures when white was the norm in American bathrooms, creating stylish plumbing fiixtures fiit for conversations.



Decades of research go into every single American Standard innovation. From our ubiquitous "push and pull" faucets which offfered easier "one-hand" operation, skidresistant bathtub for better safety, wallmounted toilets designed to make cleaning under the toilet easier, to our patented breakthrough ceramic disc valve technology for leak-free faucet operations, we have earned the trust of our customers for over a century.







Today, we continue to innovate, introducing energy-saving *E*co-handle faucets, watersaving Airnergize showers, powerful *D*ouble Vortex fllushing, and stain-resistant Proguard technology.

With worldwide presence in over 20 countries, manufacturing and research facilities in Asia and a strong design team, we make it our business to deliver peace of mind to ensure reliable performance every time, anywhere.

Bathroom collections

CLASSIC, CONTEMPORARY, MODERN

The bathroom has come of age. From being a mere functional cleansing room, it has evolved into a private haven for the individual. Our Bathroom Collections enable individuals to express their personalities and create their own private sanctuaries.

Classic

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With a preference for conservative aesthetics, Classic collections embrace 'established design', quality and elegance. With a healthy respect for tradition and formality, emphasis is often placed on style-longevity.

Contemporary

Robust materials and humanized aesthetics combine to provide simple, valuable solutions for everyday needs. With this style, there is a distinct practicality with a penchant for harmonious design.

Modern

This style amplifies simplicity and clarity, with no need for exaggeration or excessiveness. Intuitive products that are just as easy to use as they are emotionally designed with the latest trends in mind.

From modern and contemporary, to timeless classic designs, you can be sure to fiind your personalized style at American Standard.

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EasySET

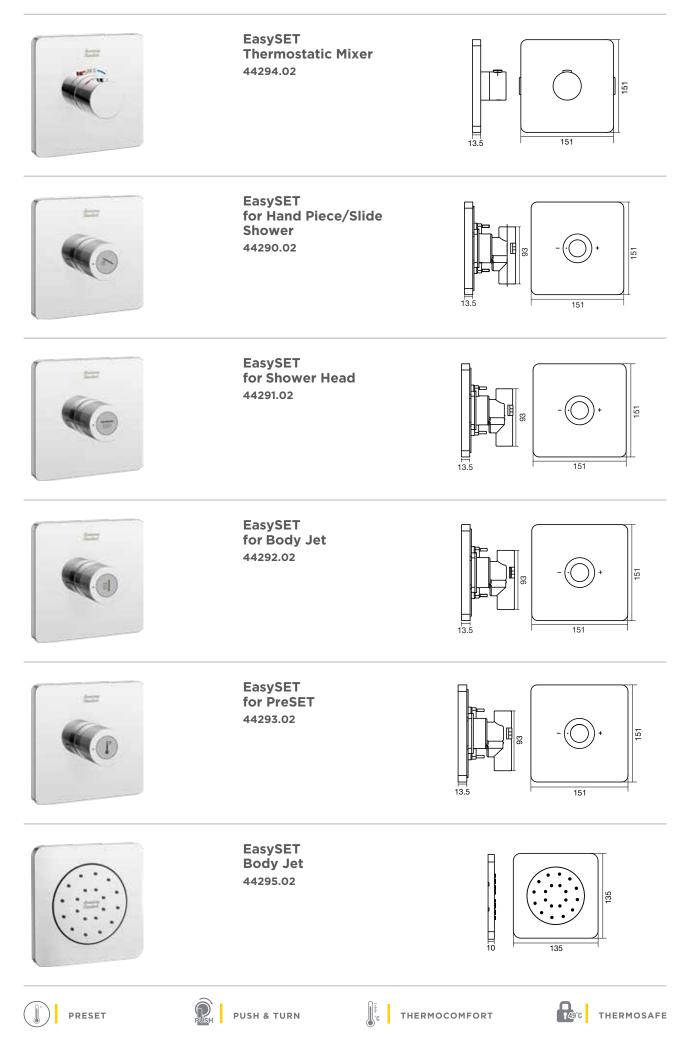
Collection

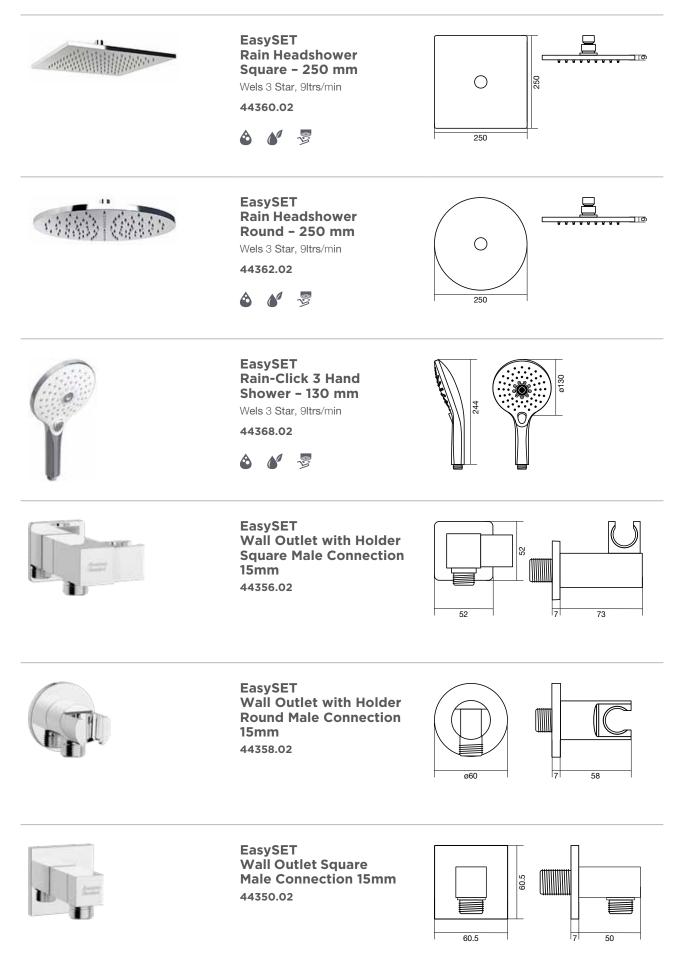
EasySET is designed to elevate your shower experience to a brand new level of enjoyment and convenience. By integrating ergonomic designs and smart engineering, a comfortable and relaxing shower is now an everyday experience with just a convenient push of a button.

Customize your perfect shower by simply pre-setting your preferred water source, temperature and volume of water and enjoy the same shower experience each time.





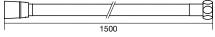








44372.02



Acacia Evolution

Collection

Evolution itself is in a constant state of change, morphing into more relevant form to adapt to time and space. After a decade of enduring and celebrated success from its Acacia predecessor, Acacia Evolution marks the dawn of a new era. In a time where technology defiines the way we interact, work and live, Acacia Evolution is designed to meet these needs. Where design and technology co-exist symbiotically, blurring the lines of form and function.



Acacia Evolution









Acacia Evolution BTW Pan

14684.10

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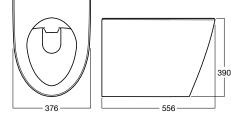
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Soft close quick release Wels 4 star, 4.5/3 ltr/fllush Average Flush 3.5ltrs S Trap: 80mm-95mm (80mm recommended) P Trap: 190mm



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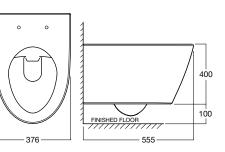
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Acacia Evolution Wall Hung Pan

Soft close, quick release seat Wels 4 Star, 4.5/3 ltrs/fllush Average Flush: 3.5 ltrs P Trap: 220mm 14687.10





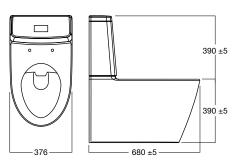


Acacia Evolution CC BTW Toilet Suite

Soft close, quick release seat Wels 4 Star, 4.5/3 ltrs/fllush Average Flush: 3.5ltrs S Pan: 140-245mm P Pan: 190mm

Top Inlet: 14693.10





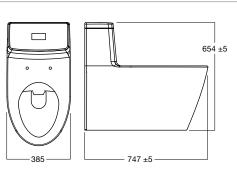


Acacia Evolution Monoblock Pan

Soft close, quick release seat Wels 4 Star, 4.5/3 ltrs/fllush Average *F*lush: 3.5ltrs S Pan: 185-305mm P Pan: 180mm

Bottom Inlet: 14682.10









Concept Collection

A harmonious mix of round and square. Concept creates a geometric balance that intrigues and delights. A perfect addition to any contemporary bathroom, the Concept range embodies perfect proportions and sophisticated design.



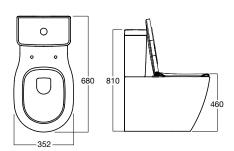


Concept Overheight CC BTW Pan

Soft close, quick release seat Wels 4 star, 4.5/3 ltr/fllush Average *F*lush: 3.5ltrs S Trap: 140-250mm P Trap: 190mm can

P Trap: 13045.10







Concept Over Height Back to Wall Pan

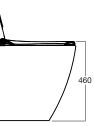
Soft close, quick release seat Wels 4 Star, 4.5/3 ltrs/fllush Average *F*lush 3.5 ltrs S Trap: 80mm – 100 mm P Trap: 190mm Ambulant Compliant

13046.10 🗑 🛃 🕌 🖬 📹

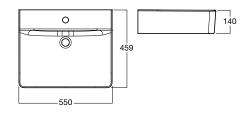
Concept Wall Basin 550mm X 460mm Overfllow

1TH: 13031.10 FULL PED: 13033.10





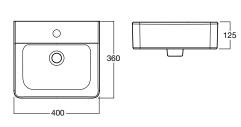


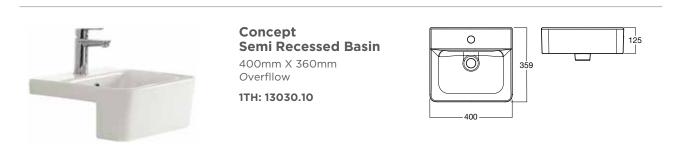




Concept Wall Basin 400mm X 360mm Overfllow

1TH: 13032.10 FULL PED: 13033.10







Cygnet Collection

An efffortless combination of bold lines and soft edges, the Cygnet collection offfers solutions to everyday needs. *F*undamentally fllexible, Cygnet's timeless design means your dream bathroom is within reach.



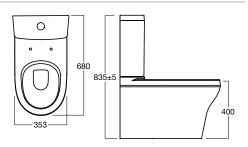


Cygnet CC BTW Toilet Pan

Soft close, quick release seat Wels 4 Star, 4.5/3ltr/fll S Trap: 140mm – 270mm P Trap: 190mm

Top Inlet: 12748.10 Bottom Inlet: 12747.10





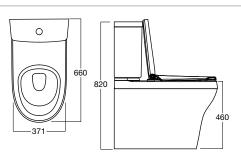


Cygnet Overheight CC BTW Toilet Pan

Soft close seat Wels 4 Star, 4.5/3ltr/fllush Average fllush: 3.5ltrs S Trap: 140mm – 250mm P Trap: 190mm

13045.10 Top Inlet: 12981.10 Bottom Inlet 12985.10

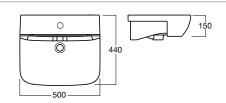






Cygnet Semi Inset Basin 500mm X 440mm Overfllow

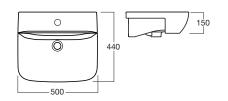
1TH: 12921.10





Cygnet Semi Recessed Basin 500mm X 440mm Overfllow

1TH: 12920.10



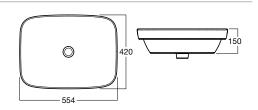






Cygnet Semi Inset Basin 554mm X 420mm *No Overfllow*

NTH: 12916.10



Vallo Collection

With its playful take on *D*-shape silhouettes, what comes to mind is an elegant and highly versatile design that will sit easily in any environment. An almost nostalgic collection that pays homage to gently scooped interiors and smooth curves.

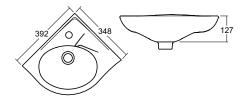






Vallo Corner Basin 348mm X 392mm Overfllow

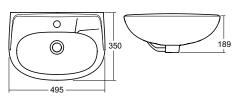
1TH: 12901.10

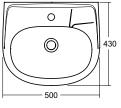




Vallo Round Basin 500mm X 430mm 495mm X 350mm

Overfllow 1TH 495MM: 12902.10 1TH 500MM: 12908.10 SEMI PED: 12907.10 FULL PED: 12905.10



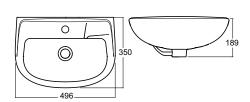


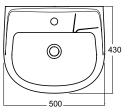


Vallo Square Basin

500mm X 430mm 496mm X 350mm Overfllow

1TH 496MM: 12903.10 1TH 500MM: 12909.10 SEMI PED: 12907.10 FULL PED: 12905.10





Milano Collection

Milano Collection encapsulates the essence and spirit of the arts, culture and designs of Milan. This forms the fundamental concept of the collection. The precise architecture of this ancient city evolves and is deconstructed during the design process. A humancentric and luxurious design is reinvented. *F*eaturing a new level of comfort that exudes softness, while retaining the instinctive intimacy that appeals to us.

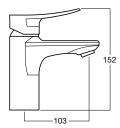




Milano

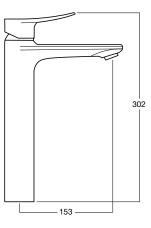


Milano Basin Mixer Wels 4 Star, 7.5 ltrs/min 33551.02



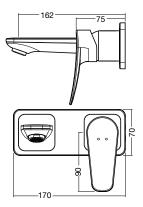


Milano Extended Height Basin Mixer Wels 4 Star, 7.5 ltrs/min 33552.02



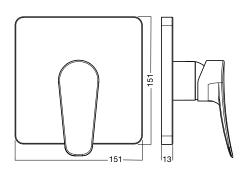


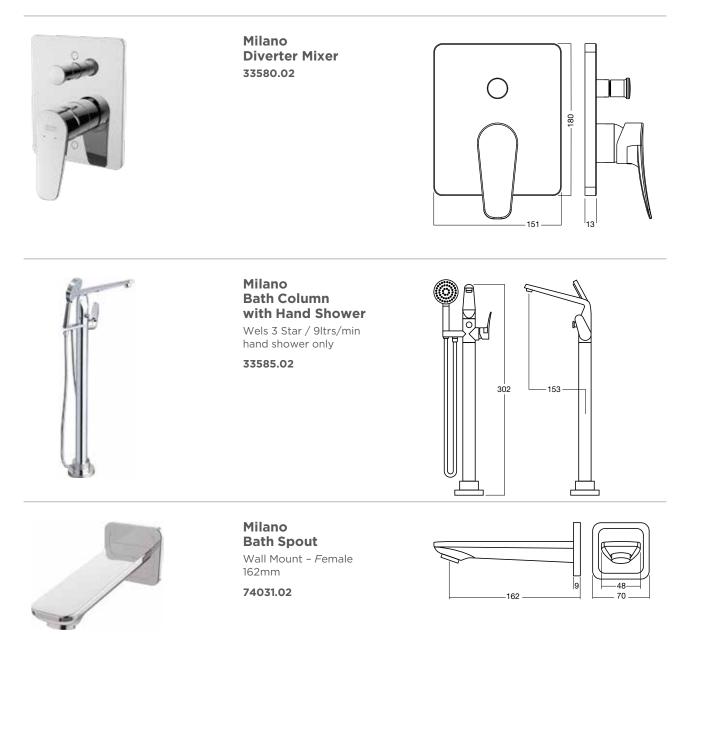
Milano Wall Mounted Basin Mixer Wels 4 Star, 7.5 ltrs/min 33558.02





Milano Shower Mixer 33570.02





Laska Neu

Collection

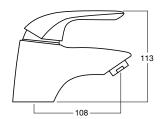
Gives an air of balance and harmony, Laska *N*eu's modern silhouette s is pitched for comfortable use without compromising the clarity of its form.

Laska Neu

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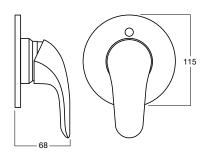


Laska Neu Basin Mixer Wels 4 Star, 7.5 ltrs/min 34351.02



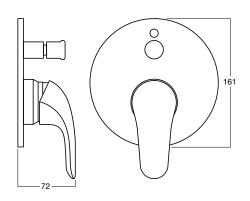


Laska Neu Shower Mixer 34370.02





Laska Neu Diverter Mixer 34380.02

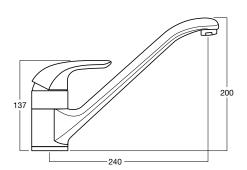






Laska Neu Cast Kitchen Mixer Swivel Spout Wels 4 Star, 705ltrs/min

34331.02



Ceramics & fiittings

It is usually the right ceramic choice that will bring out the best in your chosen faucets. This is why we have a comprehensive range of washbasins that will suit every individual style, yet offfering the same level of comfort that you deserve. Special attention has gone into every ceramic piece – from ergonomically designed bowls with powerful fllushing to low maintenance, space-saving basins for intimate sized bathrooms, we are confiident you will find a favorite for your private enclave.





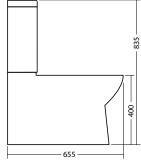
Eco CC BTW Toilet Suite

Wels 4 Star, 4.5/3 ltrs/fllush Average Flush 3.5 ltrs S Trap: 140-270mm P Trap: 190mm

Bottom Inlet: 12760.10 Top Inlet: 12761.10







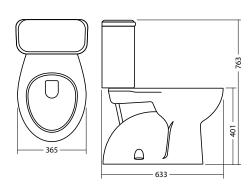


Heron Close Coupled Roun d Toilet Pan

Wels 4 Star, 4.5/3 ltrs/fllush Average *F*lush 3.5ltrs

P Trap: 20620.10 S Trap: 20621.10

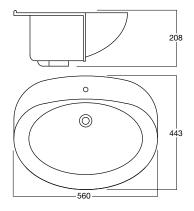


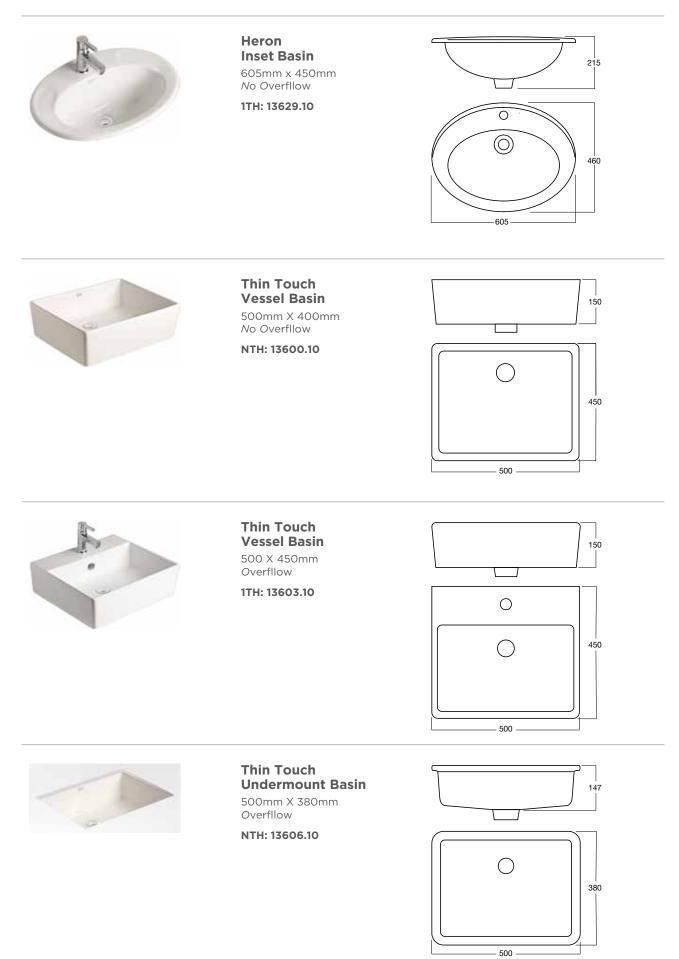




Heron Semi Recessed Basin 500mm x 443mm Overfllow

1TH: 10423.10

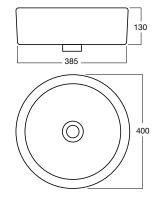






White Round Vessel Basin 400mm No overfllow

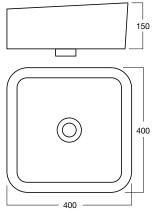
NTH: 27700.10





White Square Vessel Basin 400mm X 400mm No overfllow

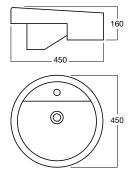
NTH: 27703.10





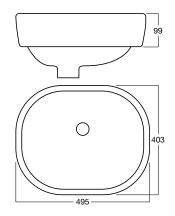
White Semi Recessed Basin 450mm Overfllow

1TH: 27712.10





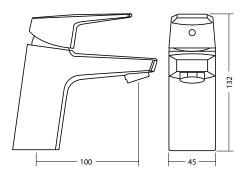
Active Vessel Basin 500mm X 400mm NTH: 12962.10





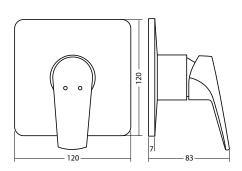


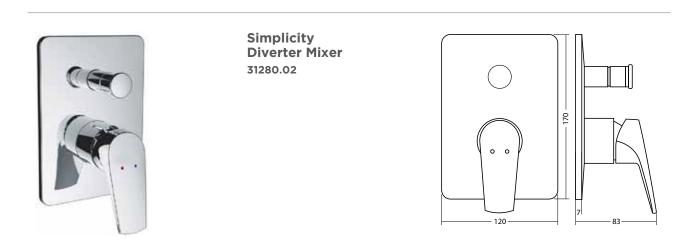
Simplicity Basin Mixer Chrome Wels 4 Star, 7.5 ltrs/min 31251.02

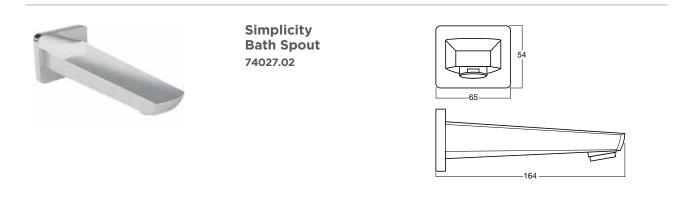




Simplicity Shower Mixer Chrome 31270.02

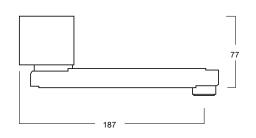






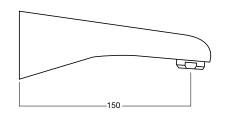


Moments Swiveling Bath Spout 70202.02

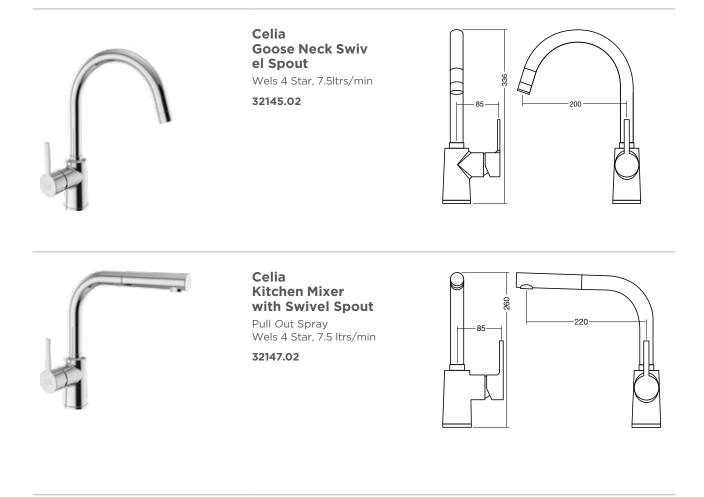




Alpha Bath Spout 70304.02







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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 brand portfolio businesses including LIXIL, INAX, GROHE and American Standard Brands are leaders in the industries and regions in which they operate, bringing better living solutions to the world t oday and for future generations.

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