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FOR IMMEDIATE RELEASE

DXV Luxury Bath and Kitchen Brand Available at PIRCH Showrooms

*Flagship Luxury Brand DXV by American Standard Partners with PIRCH Stores;
New Smart Toilet Highlighted in Unique, Immersive Shopping Experience*

PISCATAWAY, N.J. (July 16, 2014) – [DXV by American Standard](#), a new flagship luxury bathroom and kitchen brand launched this spring, will be available at PIRCH locations across the country beginning August 2014.

Sold exclusively in showrooms, the DXV portfolio is comprised of more than 70 unique product and style offerings curated into four broad movements: Classic (1880 – 1920), Golden Era (1920 – 1950), Modern (1950 – 1990), and Contemporary (1990 – today). Each movement contains bathroom fixture suites — tubs, toilets, sinks, and lavatories — and complementary faucet collections that reimagine and reinterpret historically significant design periods.



The DXV by American Standard luxury bathroom and kitchen line will be carried in PIRCH showrooms nationwide, beginning August 2014. The gleaming architecture and elegant profiles of the DXV Wyatt suite fixtures are accented by the sculptural silhouettes of the Keefe widespread faucet, showerhead, hand shower and accessories, all pictured here.

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PIRCH, a retail innovator that inspires customers with its signature "try before you buy" experience in its stores, features fully operational kitchen, bathroom and laundry room fixtures and faucets for customers to "test drive" before purchasing. The goal: allowing customers to play with, dream about, and imagine how these functioning products will improve their lives. The first phase of the DXV/PIRCH launch occurs in August, with further expansion planned in future months.

"American Standard is thrilled to partner with PIRCH to introduce our flagship portfolio of luxury bath and kitchen products," said Jay Gould, president and CEO of American Standard Brands. "We've crafted the DXV brand story to facilitate design conversations between showroom consultants and homeowners. The PIRCH organization, with its highly trained team members and extraordinary shopping experience, is an ideal environment to guide the design process for these exquisite bathroom and kitchen collections."



This AT200 advanced smart toilet from DXV by American Standard is one of the highlights of the company's flagship bathroom and kitchen brand launched in spring 2014.

Included in the DXV offerings available at PIRCH will be the AT Series, an [advanced smart toilet \(AT200\)](#) and [electronic bidet seat \(AT100\)](#) that combine outstanding contemporary design with state of the art technology. Both pieces offer a range of completely automated, easily adjustable functions to transform the modern bathroom into a completely personalized, relaxing, life-enhancing space.

[PIRCH's five showrooms](#) strive to offer a glimpse into the future condition of retail – an immersive environment where shoppers can explore plumbing products in a unique and genuinely enjoyable way. Staffed by a passionate, intensively-trained group

of like-minded individuals, each showroom is driven by a culture of hospitality and entertainment.

"Our partnership with American Standard and its groundbreaking DXV line is a source of great pride for us," said Jeffery R. Sears, CEO of PIRCH. "With its comprehensive range of styles and graceful designs, the DXV brand both complements and reinforces the elevated, joyful shopping experience we strive to provide all our guests."

Over the next few years, this wholly unique shopping experience will be accessible to a majority of Americans as PIRCH continues a national rollout into some of the most coveted retail shopping destinations in the country, including NorthPark Center in Dallas and Garden State Plaza in New Jersey. PIRCH currently operates a total of five showrooms in California and Illinois.

For more information on DXV by American Standard, visit www.dxv.com or call (800) 227-2734.

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ABOUT PIRCH

PIRCH was founded in 2009 by a group of seasoned entrepreneurs and business leaders who set out to prove that shopping for appliances and plumbing products could be inspirational. Now in the midst of a national expansion, the award-winning store has redefined not only an industry, but retail at large. Driven by an unbridled passion to reinvent the entire retail shopping experience, PIRCH carefully curates and presents only "best in class" brands for indoor- and outdoor kitchens, the laundry room and the bath. The result is a "one-stop-shop" where guests can focus on what they want to do, rather than what they want to buy.

In an unparalleled commitment to a seamless shopping experience, PIRCH inspires first its customers to dream — and then boldly goes where its competitors fear to tread; indeed, the company manages the entire process, including delivery, installation and service by PIRCH team members, rather than anonymous third parties.

Fostering a culture of hospitality and kindness, PIRCH welcomes entering visitors at Bliss Café, with complimentary signature beverages. The guests are then invited to embark upon an endless journey of inspired living. From design ideas to culinary instruction, the PIRCH experience is best described as magical.

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