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FOR IMMEDIATE RELEASE

Revolutionary American Standard Optum VorMax Toilet Delivers the Cleanest Flush Ever Engineered

Exclusive VorMax Flush Technology, Combined with CleanCurve Rim and EverClean Surface, Provides Powerful, Water-Efficient Performance

PISCATAWAY, N.J. (November 10, 2014) — Eliminate those dreaded skid marks, splatter, and clingy dirt for good. The Optum VorMax toilet by American Standard features a [new flushing technology](#) that eliminates the traditional rim holes around the bowl that deliver water during a flush. Instead, the [VorMax flush delivers one powerful jet of water](#) that scrubs the entire bowl clean. Plus, this high efficiency toilet's CleanCurve Rim and EverClean surface make the toilet easy to clean and maintain.

A Cleaner Flush

The innovative VorMax flushing system has been independently verified to [clean the bowl two times better than conventional toilets*](#). The toilet's flushing action allows water to powerfully scour every square inch of the bowl, even the hard-to-reach spots under the rim.



Loaded with features delivering a powerfully clean flush that makes routine maintenance easy, the WaterSense-certified Optum VorMax from American Standard combines beauty and superior performance that is also water efficient.

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[The CleanCurve Rim](#) omits the rim cavity and holes inside the bowl where dirt and buildup can get trapped and hide. In addition, the Optum VorMax features EverClean, the unique permanent finish, available exclusively from American Standard, which inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface, helping the toilet stay cleaner, longer.

Powerful, Water-Efficient Performance

The Optum VorMax achieves the highest bulk removal score on the Maximum Performance (MaP) test, an independent report of toilet performance. These high-efficiency toilets can successfully flush 1,000 grams (2.2 pounds) of waste while using a water-saving 1.28 gallons per flush (gpf). The Optum VorMax has earned WaterSense-certification from the U.S. Environmental Protection Agency (EPA) for providing high performance while using 20 percent less water than traditional 1.6 gpf toilets.



The new Optum VorMax toilet from American Standard delivers a powerful horizontal jet of water to thoroughly scrub the bowl with every flush. It is available exclusively in The Home Depot.

Unique, Convenient Features

For easy installation, the Optum VorMax comes with an EZ-Install kit designed to ensure that floor bolts remain upright, the tank to bowl connection process is streamlined, and the time-consuming task of bolt cutting is eliminated. The toilet has a 12-inch rough-in configuration.

The [Optum VorMax features an elongated bowl](#) with a comfortable 16 1/2-inch Right Height bowl that is ADA-compliant. A decorative, slow-close seat, finished with the EverClean surface, is also included. The telescoping seat cover also conceals the seat ring when closed for a seamless look.

The Optum VorMax toilet is covered by a lifetime warranty on chinaware, a 10-year warranty on parts, and a one-year warranty on the slow-close seat. It is [available exclusively at The Home Depot](#).

For more information, visit <http://www.americanstandard.com> or www.homedepot.com.

*Source: Test witnessed by IAPMO R&T Labs comparing VorMax against conventional under-the-rim-water-dispersal toilets from major retailers.

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