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**FOR IMMEDIATE RELEASE**

## New Industrial Design Studio Supports Industry-Changing Innovation at American Standard

PISCATAWAY, N.J. (December 3, 2015) — With an eye toward fueling inspiration and supporting its commitment as an innovative design leader in the industry, [American Standard Brands](#) announced the opening of a new industrial design studio at its Piscataway, N.J. research facility.

This state-of-the-art studio will further enhance communication and collaboration among its talented design team, while cementing the Company's reputation for engineering [industry-changing technologies](#). In the past year, American Standard has tripled the size of its design department, plus invested in an innovation team. The industrial design studio was created to accommodate these growing departments and provide an ideal work space for developing the next generation of ground-breaking product designs.



Flooded with natural light, the new 4,200 sq. ft. American Standard industrial design studio offers a fully open layout for the firm's growing design team. In this casual seating area, the Standard Collection pedestal sink and Heritage VorMax toilet stand as testaments to the Company's stylish innovations in plumbing products.

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The environment of this spacious 4,200 sq. ft. studio is a designer's dream. Floor-to-ceiling windows flood the space with natural light. Large common work surfaces and a fully open space layout facilitate collaboration in which to create, discuss, and exchange ideas. Ample facilities to develop and display mock-ups, prototypes, and mobile inspiration boards further stimulate the flow of creative juices. Each designer is generously supported with access to state-of-the-art computer software, as well.



The spacious new American Standard industrial design center is a designer's dream with an open layout and cutting-edge facilities. This vignette displays luxury DXV products from the Fitzgerald collection at the far left. On the right is a mixed arrangement highlighting a Percy bath faucet, Seagram lavatory, Lyndon dual flush toilet, and Seagram soaking tub.

“You can sense the spirit of creativity as soon as you enter the new design studio,” stated Jean-Jacques L’Henaff, vice president – design, LIXIL Water Technology Americas, American Standard and DXV, and driving force behind the redesigned facilities. “We believe that our customers, showroom and retail partners, and trade professionals will greatly benefit from the stunning design and technological innovations that will be created in this cutting-edge space.”

L’Henaff also believes that the studio’s proximity to New York City, one of the richest cultural centers in the country, helps the Company attract the best and the brightest industrial designers. Plus, its metropolitan location offers American Standard a connection to the ideas and energy of the City’s influential design scene.

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The creative team led by L’Henaff can also enjoy the convenience of the [DXV by American Standard luxury showroom](#) and office space in the heart of the Flatiron District in Manhattan.



This new industrial design studio provides the perfect environment for the talented American Standard and DXV design team to develop the next generation of beautifully innovative bath and kitchen products. Shown here are toilets from the Portsmouth, Town Square and Tropic offerings, with complementary vanities and sinks.

### Design Team Expanded

Further augmenting its design proficiency, American Standard recently hired Brian Kalember to join their team of industrial designers. He previously worked as an associate industrial designer for Delta Faucet Company, where he developed faucets for both fashion and retail brands. Prior to this, he served as a design consultant for The Anvil and creative director for the pilot TEDx program at Purdue University.



Brian Kalember has joined LIXIL Water Technology Americas, American Standard and DXV, as an industrial designer.

Kalember earned a Bachelor of Science degree in mechanical and electrical engineering from the Illinois Institute of Technology, and a Bachelor of Arts degree in industrial and product design from Purdue University.

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“Brian will be a valuable, and creative, asset to our team. It is a true privilege to work with such talented and dedicated designers and engineers every single day,” said L’Henaff. “American Standard Brands has a proud, 140-plus year tradition of developing industry-changing products across all categories. I enthusiastically look forward to the innovations yet to come, which will be brought to life in our new industrial design studio.”

The construction management of the new American Standard industrial design studio was handled by Gannett Fleming, South Plainfield, N.J. Plumbing system installations were provided by Schaible's Plumbing and Heating, Hampton, N.J.

For more information about the innovative technologies and inspirational designs developed by American Standard, visit [www.americanstandard.com](http://www.americanstandard.com) and [www.dxv.com](http://www.dxv.com).

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