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FOR IMMEDIATE RELEASE

American Standard VorMax Toilets Win 2015 GOOD DESIGN Award for Traditional Styling, Innovation

The Powerful Flushing Action, CleanCurve Rim and EverClean Surface of These High Efficiency Toilets Deliver the Cleanest Flush Ever Engineered

PISCATAWAY, N.J. (January 18, 2016) — The revolutionary VorMax toilet line from American Standard has been named a 2015 GOOD DESIGN award recipient in the Bath category for design excellence. This award is presented by the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies.

Showcasing a classic composition suiting traditional bathroom settings, these innovative water-efficient toilets employ the unique [VorMax flushing system](#), which has been independently verified to clean the bowl two times better than conventional toilets*. Eliminating the traditional tiny rim holes around the bowl that carry water during flushing, the VorMax flush delivers one powerful jet of water that scrubs the entire bowl completely clean.



The American Standard VorMax high-style, water-efficient toilet has received the 2015 GOOD DESIGN award for design excellence in the Bath category. The Heritage model is pictured here.

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These WaterSense-certified, [high-efficiency toilets \(HET\)](#) remove all splatter and clinging waste using only 1.28 gallons of water per flush (gpf). VorMax toilets feature a CleanCurve Rim that omits the rim overhang and holes inside the bowl where dirt and buildup can hide, and the brand-exclusive EverClean finish that inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface.

“We are thrilled and honored to accept this esteemed recognition from the Chicago Athenaeum for the cutting-edge, high-performance VorMax platform,” said Maha El Kharbotly, chief marketing officer of LIXIL Water Technology Americas, American Standard, DXV and GROHE. “American Standard has a 140-year history of leadership in improving the quality of everyday life for our customers. This legacy of developing stylish bath and kitchen products with progressive technologies like VorMax is reinforced by this revered design excellence award.”

GOOD DESIGN is the world's oldest and most prestigious design programs. Each year, The Chicago Athenaeum presents the GOOD DESIGN Awards for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. One of the main factors for the awards selection is based on whether or not a product can enrich society and people's lives through its design.

For this 65th GOOD DESIGN competition in 2015, several thousand submissions were entered from 47 different countries, with more than 900 winners selected by a jury of distinguished design professionals and leading industry specialists and design press. Submissions are judged on criteria established in the original 1950 program for the highest aesthetic in terms of innovative design, new technologies, form, materials, construction, concept, function, utility, and energy efficiency, and sensitivity to the environment.



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For more information on this announcement, visit www.americanstandard.com.

*Source: IAPMO R&T Labs Test Report No. 109-141486-002, comparing VorMax against conventional under-the-rim-water-dispersal toilets from major retailers.

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