

American Standard Case Study

Loews Chicago Hotel: American Standard Helps Redefine Luxury in the Windy City

Situated just off the Magnificent Mile and steps from the Navy Pier, with perfect views of Lake Michigan and the city skyline, sits the Loews Chicago Hotel. Built during a brief period when renovating historic buildings was all the rage in Chicago, Loews took the road less traveled and built what became their “new brand standard” from the ground up.

Featuring Chicago-themed artwork throughout, the hotel celebrates the things that make Chicago the iconic city that it is. From the skyline art to the elevators with the words of Carl Sandberg’s poem “Chicago” covering the walls, the hotel pays homage to the Windy City.

Included in the upscale design for the building are American Standard products that not only fit the look of the structure, but enhance the expected functionality of the space.

Completed in March of 2015, the modern glass and steel structure offers 14 floors of luxury hotel space— 400 guestrooms and 25 suites — and another 38 floors of condominiums, all outfitted with American Standard fixtures and faucets.

Loews’ choice to use American Standard products was not necessarily a surprise, according to Richard Klaess, regional manager - Midwest at LIXIL Americas, the business unit under which American Standard operates. “Loews actually requires [American Standard Champion toilets](#) be used in all their hotels,” said Klaess. The reason for that is simple: with a flush capacity 70% higher than standard toilets, the Champion eliminates problems for hotel guests and management alike.

“The very first Loews that made the shift to Champion was in Orlando. The management there immediately started noticing that they were no longer receiving calls from hotel guests requiring maintenance for clogged toilets,” Klaess reported. In fact, the hotel experienced an unbelievable 80% drop in service calls that required a plunger. Needless to say, the Champion toilet maintains a permanent spot on Loews’ list of favorite fixtures.

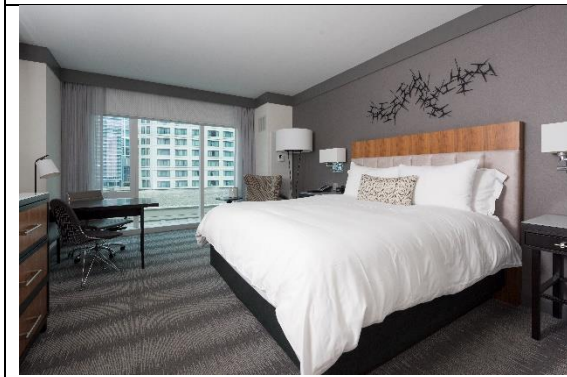
In addition to the Champion toilet, designers of the Loews Chicago also chose the American Standard [Boulevard undercounter bathroom sink](#) for its smooth, sophisticated lines, complemented by the stylish [Tropic widespread bathroom faucet](#) with ADA-compliant lever handles. The guestroom bathrooms were completed with the comfort of the [Cambridge integral apron bathtub](#), which is made of Americast, the brand-exclusive technology from American Standard that makes this commercial-grade, insulated porcelain-enamel tub lighter and more cost-effective to install.

Klaess can report firsthand that feedback on the hotel has been very positive, as he and the American Standard team got the chance to stay at Loews Chicago for a sales meeting shortly after the hotel was opened. “Everyone loved it,” says Klaess. “To see a luxury hotel like Loews using all of our product was very rewarding for the team. This was a high-profile job, and everyone gave 110% effort throughout the

entire project. So staying there and seeing the result of all our hard work was the perfect way to end the job.”



The Loews Chicago Hotel occupies the first 14 floors of the 52 story Loews hotel and apartment tower, featuring American Standard fixtures and faucets throughout the entire building.



Modern décor featuring clean lines and warm, neutral colors make for inviting guest rooms in the Loews Chicago Hotel. Room views of the cityscape, Chicago River, or Lake Michigan complete travelers’ stays in the Windy City.



American Standard Boulevard undercounter sinks, in high-gloss, stain-resistant vitreous china, maximize counter space, while the casual design lines of the Tropic bath sink faucets complement the look.



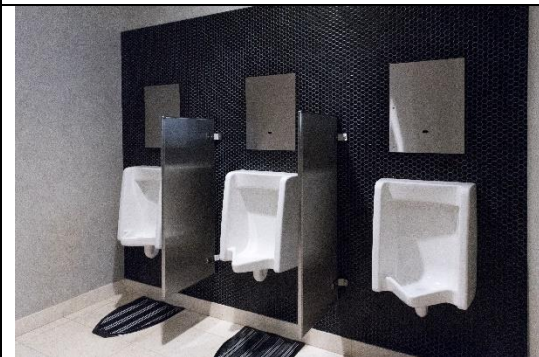
The Champion elongated 1.6 gpf toilet completes the bathroom suite. In addition to its American Standard exclusive EverClean surface, which inhibits the growth of mold and mildew, the Champion also flushes a 70% larger mass, drastically reducing clogs.



The fluid, flared lines of the Tropic widespread faucet match hotel décor, while offering guests ease of use with lever handles that are ADA-compliant. Ceramic disc valve cartridges assure smooth handle operation and drip-free performance.



The lobby ladies room features hands-free American Standard Selectronic cast proximity faucets, which are accented with soft mirror lighting and louvered lavatory doors to enhance the décor.



Dependable American Standard Washbrook urinals (pictured) with hands-free flushing operation, along with Afwall Millennium elongated toilets with the brand-exclusive EverClean finish, were used in the lobby men's room.

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