

The logo for American Standard, featuring the brand name in a black, cursive script font.The logo for DXV, consisting of the letters 'D', 'X', and 'V' in a bold, black, sans-serif font. The 'X' is formed by two overlapping 'X' shapes.

PART OF **LIXIL**

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**FOR IMMEDIATE RELEASE**

## LIXIL Americas Highlights Innovative Collections at Kitchen & Bath Industry Show

*American Standard, DXV and GROHE Showcase Self-Cleaning Toilet,  
Stylish Luxury Products Including Kitchen Faucet with Foot Control Technology*

ORLANDO, KITCHEN & BATH INDUSTRY SHOW (January 10, 2017) — American Standard, DXV and GROHE, the kitchen and bath brands that comprise LIXIL Americas, are unveiling new kitchen and bath innovations here today that improve health, increase sustainability, and enhance the quality of everyday life.

The key product highlights, outlined below, include a new self-cleaning toilet, a kitchen faucet with a unique hands-free foot control, and a luxury smart bidet toilet loaded with lavish, technologically-advanced features.

“We are pleased to once again showcase the aligned synergies and innovations of the American Standard, DXV, and GROHE brands at KBIS. These iconic plumbing leaders – operating under the LIXIL Americas division – represent sophisticated, inspirational design for consumers, combined with exceptional performance and inventive technologies that continue to raise the standard in the kitchen and bath industry,” said Steven Delarge, CEO and president of LIXIL Americas.

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At KBIS, American Standard, DXV and GROHE will be unveiling a wide selection of stylish and innovative new products for the kitchen and bath. The highlights include:

- The stylish and affordable [American Standard ActiClean toilet](#) combines the power of the exclusive VorMax flushing technology – which delivers the cleanest flush ever engineered – with an integrated, user-activated self-cleaning system. Simply press a button, walk away, and let the toilet do the rest – it's that easy.



- The [DXV SpaLet AT200 luxury smart toilet](#) offers technologically advanced conveniences such as hands-free flushing, automated lid opening and closing, and heated seat. This state-of-the-art fixture delivers the ultimate in comfort and performance with a completely adjustable two-nozzle water-spray system with integrated air dryer.



- The innovative, easy-to-use and immensely practical [GROHE Foot Control Technology](#) allows users to switch the water flow on and off with a tap of the foot on an activation plate installed discreetly in the toe space of the kitchen cabinet. This innovative enhancement frees hands for added maneuverability and helps to reduce the spread of germs and bacteria around the kitchen.



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“The high-style, groundbreaking products being showcased by American Standard, DXV and GROHE at KBIS this year emphasize human-centric innovations that continue to elevate the quality of consumers’ everyday lives,” said Maha El Kharbotly, chief marketing officer of LIXIL Americas. “Our talented product design and engineering teams are constantly exploring smart new advancements that will further enrich and beautify our homes, our workplace, and our communities through cleaner, healthier and more water-efficient living.”

LIXIL Americas is the exclusive sponsor of the 2017 KBIS Innovative Showroom Awards. A winner will be chosen from each of five categories, with one chosen as the overall Innovative Retail Showroom. The winners will be announced today at 3:15 p.m. at the KBISNeXT stage in the South Hall at the Orlando Convention Center. Awards will be presented by Brian Pagel, vice president, kitchen and bath group, Emerald Expositions, and Michael Donehey, national showroom director, LIXIL Americas.

LIXIL Americas is also the exclusive decorative plumbing sponsor of Modenus BlogTour, which is bringing 24 design bloggers and social media influencers to KBIS. In addition, Modenus X Design Milk Social Lounge – a casual space where social media influencers, influential designers and sponsoring brands can connect and learn from each other – is being sponsored by LIXIL Americas.

For more information on the products featured at KBIS, visit [American Standard](#), [DXV](#) and [GROHE](#) to download the brands’ KBIS 2017 Press Kit materials.

#### **ABOUT AMERICAN STANDARD BRANDS**

American Standard Brands make life healthier, safer and more beautiful at home, at work, in the community and throughout the world. Offering total project solutions for residential and commercial customers around the world with respected brands such as American Standard®, Safety Tubs®, Crane Plumbing®, Eljer®, Fiat® and Decorative Panels International®. American Standard Brands is part of [LIXIL](#), a global leader in housing and building materials products and services. Learn more at [www.americanstandard.com](http://www.americanstandard.com), or follow us at [facebook.com/AmericanStandardPlumbing](https://facebook.com/AmericanStandardPlumbing), [twitter.com/AmStandard](https://twitter.com/AmStandard), [youtube.com/AmericanStandard01](https://youtube.com/AmericanStandard01), [Pinterest.com/amstandard](https://Pinterest.com/amstandard), [Instagram.com/american\\_standard](https://Instagram.com/american_standard).

**ABOUT DXV**

DXV is a portfolio of luxury bath and kitchen products that celebrates the distinguished 140-plus-year heritage of American Standard. DXV [reimagines the most influential design movements](#) during that time: Classic (1890-1920), Golden Era (1920-1950), Modern (1950-1990), and Contemporary (1990-Present). DXV is part of [LIXIL](#), a global leader in housing and building materials products and services. The [DXV Showroom at Flatiron](#) is open to explore our luxury products and collections. Learn more at [www.dvx.com](http://www.dvx.com), or follow us at [facebook.com/dvx](https://facebook.com/dvx), [twitter.com/DXV](https://twitter.com/DXV), [youtube.com/DXVLuxury](https://youtube.com/DXVLuxury), [pinterest.com/dvx](https://pinterest.com/dvx), [instagram.com/dxvluxury](https://instagram.com/dxvluxury).

**ABOUT GROHE**

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products. For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser". With its engineering, innovation and design activities firmly anchored in Germany, GROHE products bear the badge of quality "Made in Germany", ultimately strengthening the customers' confidence in the brand. GROHE is part of LIXIL, a global leader in housing and building materials products and services. GROHE America has an office located in the heart of the Flatiron district that houses the [GROHELIVE!](#) Center, an interactive showroom created for inspiration and collaboration.

Learn more at [www.grohe.com/us](http://www.grohe.com/us), or follow us at [facebook.com/groheUS](https://facebook.com/groheUS), [twitter.com/grohe\\_US](https://twitter.com/grohe_US), [youtube.com/user/GroheAmerica](https://youtube.com/user/GroheAmerica), [instagram.com/grohe\\_us/](https://instagram.com/grohe_us/).

**ABOUT LIXIL**

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brand portfolio including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in the industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at [www.lixil.com](http://www.lixil.com) and follow us at [facebook.com/lixilgroup](https://facebook.com/lixilgroup).

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