

American Standard

PART OF LIXIL

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FOR IMMEDIATE RELEASE

ActiFresh Toilet from American Standard Proven to Effectively Remove Odor with Touch of a Button

New Toilet Technology Filters Odor to Keep Air Smelling Fresh; Easy-To-Maintain System Doesn't Cover Up Odor, It Is Eliminated Altogether

PISCATAWAY, N.J. (July 13, 2017) — Designed to remove odor at its source — the toilet bowl — the new ActiFresh toilet technology from American Standard has been proven to eliminate unpleasant odor by filtering it and releasing purified air. There is no need for air fresheners or deodorizers that only mask odor; with the ActiFresh toilet, it can be eliminated altogether.

The user-activated ActiFresh technology features a high-powered fan that pulls odors from within the bowl through the rim holes, passing the air through a filter for purification. The ActiFresh filter contains active charcoal that captures odor particles — similar to the way an air filter traps dust — catching the elements that cause the unpleasant smell. Fresh air is then released back into the environment, leaving the bathroom smelling fresh and clean.



The new ActiFresh toilet technology from American Standard has been proven to be more effective at removing odors compared to other odor-removing options on the market today. This easy-to-maintain toilet eliminates unpleasant odors by filtering them and releasing purified air for a fresh, clean bathroom.

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“The ActiFresh technology is effective at removing odors, unlike other odor removing filter technologies on the market today. Competing deodorizing products feature ineffective filters that send odor back into the air and try to cover it with air fresheners, rather than getting rid of the odor,” said James Walsh, vice president, chinaware and commercial products, LIXIL Americas, the division under which American Standard operates. “ActiFresh combines flawless engineering with stylish design — all part of the American Standard commitment to making consumers’ lives easier, healthier and more beautiful”.

The ActiFresh system is activated by pressing an easily accessible button located on the right side of the tank, where it seamlessly blends into the tank to highlight a stylish, transitional design. For easy maintenance, the system will alert the user using LED indicator lights: a filter icon illuminates yellow when the filter needs to be replaced; a battery icon illuminates red when it’s time to recharge the battery, and will turn green to indicate when the battery is fully charged.

The system runs for four-and-a-half minutes when turned on, and can be turned off at any time during use. The toilet comes with a rechargeable battery that lasts up to 4 hours or 53 cycles with a full charge. Recharging the battery is simple: press the eject button and connect the micro-USB charger to the battery and plug it into an outlet.

Beneath its clean good looks, the ActiFresh toilet delivers a high-performance flush. It can successfully remove 1,000 grams (2.2 pounds) of waste using 1.6 gallons per flush (gpf). This achieves the highest score on the Maximum Performance (MaP) test, an independent report of toilet performance.

The toilet tank and bowl feature EverClean, the brand-exclusive permanent finish that inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface. The smooth, mirror-like EverClean finish repels dirt, helping the toilet stay cleaner, longer.



The American Standard ActiFresh technology, which is activated by pressing an easily accessible button, operates on a rechargeable battery, which is included with the toilet.

The ActiFresh toilet offers the comfort of a Right Height bowl (16 ½-inch rim height) with elongated styling, plus a slow-close seat to prevent the noise of sudden toilet-seat slamming. It has a limited lifetime warranty on the chinaware, five-year warranty on its mechanical parts, and a one-year warranty on the ActiFresh system and seat.

The charcoal filter inserts for the ActiFresh purification system last for one year. These [replacement filters can be purchased online](#) at the American Standard and Menard's websites for a suggested retail price of \$13.99.

The ActiFresh toilet is available exclusively at [Menard's](#). It has a suggested retail price of \$249.

For more information on the ActiFresh toilet technology from American Standard, visit www.americanstandard.com/ActiFresh or call (800) 442-1902.

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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 brands including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in their 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 and follow us at facebook.com/lixilgroup.

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MaP report conducted by Veritec Consulting Inc. and Koeller and Company.

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