

# American Standard

PART OF **LIXIL**

For more information:  
Nora DePalma, O'Reilly DePalma  
For LIXIL Water Technology Americas  
American Standard, DXV  
(770) 772-4726  
[nora.depalma@oreilly-depalma.com](mailto:nora.depalma@oreilly-depalma.com)

FOR IMMEDIATE RELEASE

## American Standard Launches National Campaign to Announce New ActiClean Self-Cleaning Toilet

*Celebrity Clean Freak Howie Mandel Serves as “The Face of ActiClean”;  
TV, Radio, Print and Social Ads Tout “Surprise Guests Are No Worries” Benefit*

PISCATAWAY, N.J. (October 4, 2016) — Unexpected guests at the front door? Worse yet, the in-laws stopping by unannounced? It’s no worries with the new [ActiClean self-](#)

[cleaning toilet](#) from American Standard. Simply press a button, walk away, and let the toilet do the rest.

Just ask Howie Mandel.

The comedian, television host and self-described germaphobe is helping launch the [ActiClean self-cleaning toilet](#), serving as its P.R. spokesperson.

American Standard, a LIXIL company, has invested heavily in the introduction of ActiClean, which is currently launching in both retail and wholesale channels. The ActiClean self-cleaning toilet is a first-of-its-kind product for U.S. homeowners seeking low-maintenance, affordable products that make life easier.

- more -

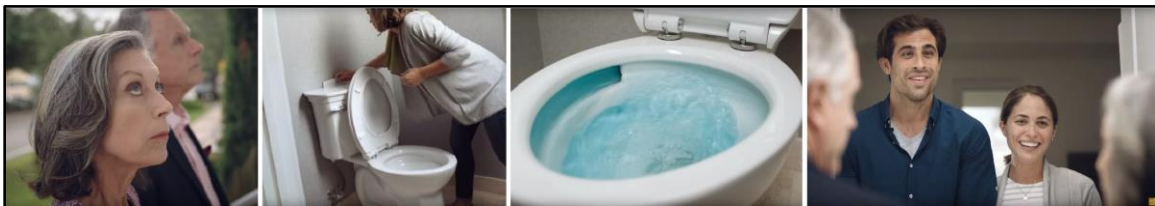


Television celebrity Howie Mandel tells visitors at Lowe’s that the new American Standard ActiClean self-cleaning toilet features easy “press of a button” operation for bowl scouring without the brush.

The brand is undertaking an innovative omni-channel approach to getting the word out to everyone in America that ActiClean is the solution for anyone who dreads the unpleasant task of cleaning their toilet, or wants to make sure their toilet is always ready for unexpected guests.

"A surprise visit from the in-laws is stressful," said Jeannette Long, vice president of marketing communications. "We used that idea in our advertising to show how worry-free owning the ActiClean toilet can be and demonstrate how American Standard is raising the standard.

The national advertising campaign, called "[Surprise! It's the In-Laws!](#)," will span TV, radio, consumer and trade print, digital and paid social to launch ActiClean. Imagine the embarrassment of welcoming a surprise guest into your home and wondering whether your toilet is clean. This national publicity effort uses that insight to demonstrate you'll never need to worry again.



Broadcast commercials announcing that surprise visitors are no problem when you have an American Standard ActiClean self-cleaning toilet will hit the airwaves starting September 2016.

Television advertising debuted September 2016 using targeted cable and video-streaming networks. Broadcast is complemented with endemic home decor print for consumers, and trade print for plumbers, architects and designers.

Supporting with earned media and social is a campaign leveraging clean freak Mandel, who leads the ActiClean Patrol to find one lucky homeowner to receive a visit from him with an ActiClean toilet delivered to their home for installation. Consumers are invited to upload videos to the [ActiClean Patrol website](#), showing why their bathroom desperately needs an ActiClean toilet to keep it clean and neat.

“The development of this new ActiClean self-cleaning toilet is a huge accomplishment in our business. It is a testament that American Standard, after more than 140 years in the plumbing industry, continues to lead the way in developing innovative kitchen and bath fixtures that offer consumers a lifetime of exceptional performance and reliability,” said Maha El Kharbotly, chief marketing officer of LIXIL Water Technology Americas, the business unit under which American Standard operates.

To participate in the ActiClean Patrol program, visit [www.acticleanpatrol.com](http://www.acticleanpatrol.com).

To learn more about the new ActiClean toilet, visit [www.americanstandard.com/acticlean](http://www.americanstandard.com/acticlean) or call (800) 442-1902.



A lucky homeowner can receive a visit from TV personality Howie Mandel delivering an American Standard ActiClean self-cleaning toilet for installation. Mandel serves as the P.R. spokesperson for the ActiClean toilet launch campaign.

#### **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®, DXV®, Safety Tubs®, Crane Plumbing®, Eljer®, Fiat® and Decorative Panels International®. American Standard Brands is owned by [LIXIL Corporation](http://www.lixil.com) (TSE Code 5938), and is part of LIXIL Water Technology business, which operates across 150 countries. The LIXIL Water Technology brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON. Learn more at [www.americanstandard.com](http://www.americanstandard.com), or follow us at [twitter.com/AmStandard](https://twitter.com/AmStandard), <https://www.facebook.com/AmericanStandardPlumbing>.

ActiClean™ is a trademark of American Standard Brands.

#### **ABOUT THE AGENCIES**

The advertising campaign was created by [Solve](http://www.solve.com), a Minneapolis-based branding and advertising agency. The P.R. and social activations with Mandel are managed by [O'Reilly DePalma](http://www.oreillydepalma.com), a boutique firm specializing in the design and construction industry.

###