



FOR IMMEDIATE RELEASE

## American Standard Broadens Revolutionary VorMax Toilet Line with Transitional Styles

*Collection Introduces Choice of High Efficiency or MaP PREMIUM Certified Ultra-High-Efficiency Models; Sleek Design Complements Any Bath Decor*

BOSTON, GREENBUILD (November 8, 2017) — The [award-winning collection of VorMax toilets](#) from American Standard, part of LIXIL, has been expanded to include a timeless transitional two-piece design in two water-saving models. Both the [1.28 gallons per flush \(gpf\) high efficiency \(HET\)](#) and the [1.0 gpf ultra-high efficiency \(UHET\)](#) toilets are WaterSense-certified and achieve the highest bulk waste removal scores.

The casual comfort and high-performance functionality of these new toilet tank styles — reflecting the classically-updated design lines of this sophisticated, yet simple, styling — make them ideally suited for residential and commercial applications.

Employing its brand-exclusive CleanCurve Rim that omits the rim cavity and holes inside the bowl where dirt gets trapped and hides, the [VorMax flush delivers one powerful jet of water](#) that scrubs the entire bowl completely clean.

These new VorMax models effectively remove all splatter, skid marks and clinging waste\*, which means less time and money on cleaning supplies.

In addition, these VorMax toilets feature EverClean — the patented permanent finish available exclusively from American Standard — that inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface, helping the toilet stay cleaner, longer.



This high efficiency VorMax toilet from American Standard, part of LIXIL, showcases casual, transitional styling and superb performance, delivering a powerful jet of water to thoroughly scrub the bowl with every flush.

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The new VorMax HET and UHET achieve the highest bulk removal score on the Maximum Performance (MaP) test by successfully flushing 1,000 grams (2.2 pounds) of waste. They have earned WaterSense-certification for water efficiency and high performance.

Additionally, the VorMax UHET has earned MaP PREMIUM certification for flushing 1,000 grams of solid waste using only one gallon of water. This qualifies it for the most generous toilet replacement rebates available in the country, which is especially important in drought-stricken and water-restricted areas.

Providing personalized comfort with Right Height (16 1/2-inch) elongated bowl configurations and polished chrome trip levers as standard, these new VorMax styles come with an EZ-Install kit, designed to make installation speedy and trouble-free. Optional trip levers are available in popular finishes, including polished nickel, legacy bronze and brushed nickel. Tanks are also available in right hand trip lever options to meet accessibility codes.

Available for purchase separately is a matching slow-close toilet seat, with the EverClean finish for easy maintenance, to help prevent the noise and pinched fingers of sudden toilet seat slamming.

To create a coordinating bathroom suite, the casually elegant styling of the American Standard [Cadet](#), [Studio](#) and [Boulevard](#) collections perfectly complement the simple curves and soft lines of these new VorMax toilet models.

The transitionally styled VorMax HETs and UHETs have a list price range of \$434 to \$544, depending on color (white, bone or linen) and trip lever options (left or right). The new models are available at [kitchen and bath showrooms and wholesalers nationwide](#).

To learn more, visit [americanstandard.com](http://americanstandard.com).

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

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American Standard makes life healthier, safer and more beautiful at home, at work and in our communities. For more than 140 years, the brand has innovated and created products that improve daily living in and around the bathroom and kitchen for residential and commercial customers. It has been recognized with more than 35 product innovation and design awards in the past five years. American Standard is part of LIXIL, a global leader in housing and building materials products and services. Learn more at [americanstandard.com](http://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).

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