



FOR IMMEDIATE RELEASE

VorMax Plus Self-Cleaning Toilet Featuring Lysol Cleaner Scrubs Bowl with Every Flush

Powerful Flushing Platform from American Standard Combines Lysol Cleaner to Freshen Toilet Bowl from Top to Bottom with Every Flush

PISCATAWAY, N.J. (November 28, 2017) - Trusted household brands American Standard and Lysol have joined forces to introduce the [VorMax Plus, a new self-cleaning toilet](#) that cleans and freshens the toilet bowl with Lysol cleaner during every flush – no extra steps needed.

With the VorMax Plus toilet, American Standard, part of LIXIL, has taken cleaning performance to the next level with the innovative VorMax Plus FreshInfuser, which is hidden in an easy-to-access compartment behind the seat. The result: a cleaner bowl that helps prevent staining and buildup, without any extra effort by the user or an unsightly add-on device in the bowl.



New from American Standard, the self-cleaning VorMax Plus toilet infuses Lysol cleaner into every flush, cleaning and freshening the bowl from top to bottom.

and holes inside the bowl where dirt and buildup can get trapped and hide. In addition, VorMax Plus toilets feature brand-exclusive EverClean, the innovative permanent finish that helps toilets stay cleaner, longer.

The award-winning VorMax flushing platform has been independently verified to clean the bowl two times better than conventional toilets*. Combined with Lysol cleaner – featuring an Ocean Fresh scent – the [VorMax Plus toilet](#) delivers effortless cleaning that freshens the bowl with each flush, reducing the elbow grease needed for one of the least favorite household chores.

To further simplify cleaning and maintenance, this toilet's CleanCurve Rim omits the rim cavity

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The VorMax Plus high efficiency toilet (HET) achieves the highest bulk removal score on the Maximum Performance (MaP) test, successfully flushing 1,000 grams (2.2 pounds) of waste with only 1.28 gallons of water per flush (gpf). It has earned WaterSense-certification for



providing high performance while using 20 percent less water than traditional 1.6 gpf toilets.

VorMax Plus toilets provide ADA-compliant, personalized comfort with a Right Height (16 1/2-inch) elongated bowl configuration. The slow-close seat prevents slamming and features a quick release button that permits easy removal of the entire seat for thorough cleaning.

Taking cleaning to the next level, the American Standard VorMax Plus toilet infuses Lysol cleaner into every flush with the convenient VorMax Plus FreshInfuser, hidden in an out-of-sight compartment behind the seat.

Each VorMax Plus FreshInfuser lasts up to 30 days (360 flushes); two packs are included with purchase of toilet, providing up to 60 days of fresh and clean.

List prices for VorMax Plus toilets range from \$325 to \$544. They are available at The Home Depot and select kitchen and bath showrooms nationwide.

To learn more, visit 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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ABOUT AMERICAN STANDARD

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, or follow us at facebook.com/AmericanStandardPlumbing, twitter.com/AmStandard, youtube.com/AmericanStandard01, Pinterest.com/amstandard, Instagram.com/american_standard.

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ABOUT LIXIL

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for housing and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, American Standard, GROHE, DXV, INAX, and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are.

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