

Press Release

May 2022

Ideal Standard and Armitage Shanks return to the Malaysian and Southeast Asian market at ARCHIDEX 2022

Global bathroom manufacturer Ideal Standard is returning to the Malaysian and Southeast Asian market after a 30-year absence, through its namesake and Armitage Shanks brands, with a host of new residential and commercial ranges.

Ideal Standard will kick off its return to the region at the ARCHIDEX International Architecture, Interior Design & Building Exhibition, taking place in Kuala Lumpur, Malaysia between the 29th June and 2nd July 2022, partnering with its Authorised Distributor for Malaysia and Singapore, Agrow Healthtech, a fully owned subsidiary of Agrow Malaysia, a member of OCB Berhad Group which is a public listed company in KL Stock Exchange. Ideal Standard and Armitage Shanks will be unveiling its new portfolio of award-winning products, with customers able to contact Agrow Healthtech directly for product information.

Products on display at ARCHIDEX will include those from Ideal Standard's premier Atelier Collections. These design-led ranges were created in collaboration with renowned Italian studio Palomba Serafini Associati (PS+A), drawing inspiration from iconic Ideal Standard products of the past to create exciting new collections for the present. These comprise the elegant Conca range, the statuesque Tipo-Z basin and the bold Extra products.

When it comes to the other products on display, the recently launched i.life range, geometric Strada II ceramic collection and adaptable Tesi offering will also be featured, alongside several new residential products from Armitage Shanks. Also on the stand will be a working display of the Sphero urinal. This urinal has a distinctly modern aesthetic whilst being highly practical and intelligent, helping to improve hygiene and maintenance in the long-run.

David Larreta, Export Director at Ideal Standard International NV, said: "We couldn't be more excited to re-enter the Malaysian and Southeast Asian market in partnership with Agrow Healthtech. We're looking forward to ARCHIDEX and once again bringing quality products to customers in Malaysia and the wider region.

“The products we have on the stand truly show what can be possible for architects and designers when it comes to bathroom and washroom design, and how they can balance form and function within a space.”

To find out more about Ideal Standard, visit: <https://www.idealstandard.com/>

To see more about Ideal Standard’s presence at ARCHIDEX, visit: <https://ARCHIDEX.com.my/>

-ENDS-

About Ideal Standard International

Ideal Standard International is a world leading manufacturer of high-quality residential, commercial and healthcare bathroom solutions. Headquartered in Brussels, Belgium, the privately-owned company employs over 8,000 people, operating at 9 manufacturing sites and serving over 100 countries across Europe, the Middle East and Africa. Its portfolio combines expertly crafted, design-led products with cutting-edge technology to lead the industry in aesthetics and performance. This commitment to design has always featured prominently in Ideal Standard International’s DNA, and its ongoing partnership with renowned Italian design studio Palomba Serafini Associati is testament to that.

The company offers a wide range of bathroom products including ceramics, taps & fittings, bathing, and furniture and accessories, delivering a holistic range of cross-category solutions through the company’s unique Singular™ proposition. Developed specifically to streamline bathroom design and simplify the selection process, the Singular process means customers only need a single supplier and one dedicated point of contact, and will still have access to unlimited inspirational bathroom solutions. Ideal Standard International brands include Ideal Standard, Armitage Shanks (UK), Porcher (France), and Vidima (Eastern Europe).

Contact

Tangerine Communications

Peter Thomas

Account Executive

peter.thomas@tangerinecomms.com