

Ideal Standard celebrates 30 years in Australian bathrooms

Reece, Australia's leading name in bathrooms, is this month celebrating Ideal Standard's 30th anniversary in Australia.



To celebrate this milestone, at Reece during the month of August you will have a chance to win your bathroom back to the value of \$5000. All you have to do is purchase any Ideal Standard product during the month of August, then get online and tell us in 25 words or less how they represent 'Your Style. Your Way'. For more information, visit www.reece.com.au/idealstandard

Regarded as one of the world's leading bathroom brands, Ideal Standard's contribution to the Australian bathroom industry has been nothing short of significant.

Having first arrived on our shores in 1980, the extensive range of bathroomware was swiftly embraced by Australian plumbers, designers and consumers.

Ideal Standard's success in the Australian market could be attributed to its commitment to sustainability and its long-term vision – the company is dedicated to creating individual, sustainable spaces that offer the freedom of personal expression, a notion that is perfectly reflected in its mantra 'Your Style. Your Way.'

Ideal Standard is staunchly committed to innovative design, having recently collaborated with some of the world's leading designers, including Ronen Joseph, Achim Pohl and Tomas Fiegl. In 2009, Ideal Standard's Natural, Clear and Dynamic basins were awarded a Red Dot and iF Design Award, two of the world's most prestigious design accolades.

The company has also set the benchmark in anti-bacterial technology, with the recent launch of its Family Health Technology™.

Says Belinda Geels, Reece Bathroom Marketing Manager, "we are excited to be sharing this significant milestone with Ideal Standard, a company that has proven to be devoted to sustainable design and innovation. The last three decades have been pivotal for the local bathroom industry and Ideal Standard's contributions are significant."

Ideal Standard's range of tapware, baths, showers, toilets and accessories are available from Reece showrooms nationally. To locate your nearest showroom, visit www.reece.com.au or phone 1800 032 566.

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