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Hotel Solutions

Hotel solutions

An informative guide to Hotel bathrooms requirements

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Ideal Standard International



Welcome to Ideal Standard International

For the last 50 years Ideal Standard and Armitage Shanks have invested in design and production facilities throughout Europe. The combination of these two major brands gives Ideal Standard International a unique breadth of bathroom and washroom product. Their shared dedication to innovation, commitment to product development and belief in sustainable design is manifest in products whose scope, elegance and technical performance is unrivalled.

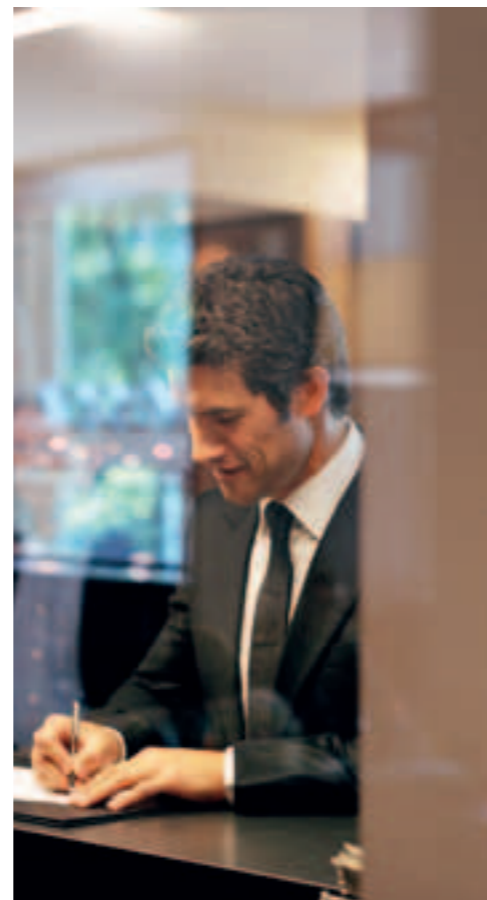
Non-residential products are a particular speciality of both Ideal Standard and Armitage Shanks. By working closely with government agencies and architects across Europe, they have developed sanitary solutions for demanding non-residential applications. The resulting products, many from the studios of Europe's leading industrial designers, are a seamless integration of form and function.

With increasing regulation and the need for improved resource management, choosing the right sanitary fittings for a non-residential project is crucial. This guide will ensure that the performance, efficiency and durability of the Ideal Standard or Armitage Shanks products you choose meet the needs of your client and current legislation.



Alan Harbisher
General Manager

"The design of our bathrooms are vital to our guest's perception of the hotel."



Helen Morton
Architect

"The hotel bathroom gives us a unique opportunity to make a statement, to create an impression that people will remember long after they check out."



Proven Solutions for superior Hotel Bathrooms

A definitive guide to the hotel bathroom. Where, who, what and how; your questions will be answered.

It's an unconscious routine, almost a ritual, that happens when a guest walks into a hotel room; drop the bags, check the view, inspect the bathroom. Today's guest demands a lot from their en-suite, they expect to be impressed, they hope to be intrigued. And they want to have nothing like it at home.

For the hotelier there are concerns beyond aesthetics. They must balance style with ease of cleaning, performance with durability and ergonomics with water saving. Achieving this may sometimes mean compromise, but in an Ideal Standard hotel bathroom that is never necessary.

Europe's leading industrial designers have produced a range of sanitary fittings for Ideal Standard as beautiful as they are practical. Water efficiency, regulatory compliance and easy maintenance are designed into every one, so that you can create a hotel bathroom without limits.



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Credentials

Ideal Standard Hotel solutions that work

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Q: Why choose Ideal Standard for a hotel bathroom?

A: Ideal Standard's research and development programme is the basis for technically advanced products whose style, performance, and efficiency, has been proven throughout Europe.



Focus on... Design and Innovation

Renowned designers have invested their creativity in Ideal Standard products for many years, blending panache and advanced technology into unmatched sanitary fittings.

Great design cannot work in isolation, it needs to integrate seamlessly into a project and function as expected.

Our design philosophy is simple; commission celebrated industrial designers to develop state of the art sanitary fittings, then, invest in technology and traditional skills to manufacture award-winning products.

For over 40 years a "Who's Who" of European designers have worked with Ideal Standard. Marc Sadler, Franco Bertoli, Friis & Moltke, Baroni & Valeriani, Matteo Thun, Goodwin Hartshorn and Artefakt Industriekultur are just a few who have perfected the elegant interplay of aesthetics and performance fundamental to every Ideal Standard product.

A willingness to challenge convention is part of Ideal Standard's culture. It has led to products intrinsic to every modern bathroom. It remains the driving force behind our latest innovations.

As Walter Gropius said, exceptional design is "simply an integral part of the stuff of life".



Robin Levien
Long acknowledged as an expert in the design of bathroom ceramics, Robin is a Royal Designer for Industry and non-executive director of Ideal Standard.



Jasper Morrison
Jasper Morrison's vision of practical, timeless product design, imbued with a subtle sensitivity, has become part of the cultural zeitgeist.



David Chipperfield
A renowned architect with a modernist style, the work of David's team is driven by a consistent and philosophical approach to design.



The Bath Room Architects Paradise

2nd Floor, 99 Charterhouse Street, London EC1M 6HR
T 020 7253 4776 F 020 7250 1072 www.thebath-room.com

the
Bath
Room



In the heart of London's Clerkenwell district, in an old space re-imagined by Ben Kelly Design, products from across our brands are displayed in a constantly evolving environment, creating a unique opportunity to evaluate the ultimate in contemporary bathroom and washroom design.

The Bath Room is a hub of inspiration, information and contemplation for architects and interior designers. A facility devoted to the very best that Ideal Standard has to offer, established with the purpose of firing your imagination and assisting you at each stage of the design

process. Professional work-stations, well equipped meeting rooms and building-wide WiFi are available to help you and your client get the most from your visit.

With its own interior designer and a team that can advise on the latest technology as well as legislation and regulation, The Bath Room is a centre of excellence dedicated to helping you create the optimal bathroom or washroom.

For further information visit www.thebath-room.com



Right: The roller racking displays of washbasins, toilets and bathroom accessories.

Opposite Top: 'The Great wall of China' – a display showing the widest choice of washbasin shapes and styles.

Opposite Bottom: Reception area at the Bath Room, featuring the innovative Soft bath - created through a process of rotomoulding with bath walls that soften with the warm water to offer extra comfort.



"The Bath Room is a unique resource facility, delivering a showcase of expertise coupled with the capability to offer unrivalled Design service allowing the complete bathroom specification package to be created."

Lucy Stokes, Manager.



Case Study 1: Apex Hotels, London & Edinburgh

Case Study

Apex Hotel

Location

London & Edinburgh

The Challenge

To establish a consistent and timeless identity across Apex Hotel properties.

The Solution

A subtle colour pallet and contemporary bathroom fittings create a classic signature.

Below, Apex Hotel, London. Far below, Apex Hotel, Edinburgh.



“White & Silver is clean, simple and elegant, in keeping with the feel of the hotel”

Ideal Standard’s elegant White & Silver collection by David Chipperfield proved the perfect choice. Its contemporary yet timeless style works with black walnut and neutral porcelain surfaces to deliver bathrooms that embody the “modern classic” décor of the hotel.

Positive guest feedback has vindicated the bathroom design and White & Silver has most recently been included in the Apex European Hotel in Edinburgh.



“Design and durability were key factors in the composition of the bathrooms at our City of London Hotel”

Location, style and service are the three pillars of the Apex hotel group. Its seven city centre hotels, two in London, four in Edinburgh and one in Dundee, are specifically sited close to the best each city has to offer in entertainment, shopping and dining.

The group has forged a reputation for sympathetically integrating cosmopolitan style into the landmark buildings from which it creates each Apex hotel. Its attention to detail has helped ensure that both business and leisure travellers enjoy

the comprehensive facilities offered by the predominantly 4-star, and always chic, hotel group.

When Apex opened their 130 bedroom City of London Hotel near to Tower Bridge, they wanted to create a high end environment that would have a broad demographic appeal. Project designers, Ian Springfield Architects, wanted to produce bathrooms that exceeded guest expectations, yet were not slaves to the latest design fad.



Case Study 2: Icon Hotel, Luton

Case Study

Icon Hotel

Location

Luton

The Challenge

To transform two old office buildings into an aspirational boutique hotel.

The Solution

Use design, colour and luxurious fittings to offer a unique guest experience.



“We want to be recognised as Luton’s finest hotel”

In 2008 Franco and Lefi Anacreonte bought two of Luton’s most iconic commercial buildings and began their metamorphosis into the Icon Hotel. With an emphasis on design, energy conservation and high-tech amenities, the work progressed and in December 2009 the Icon Hotel welcomed its first guests.

From the outset Franco and Lefi were determined not to open just another non-descript town centre hotel. Their design choices, bold themes and luxurious tastes have ensured

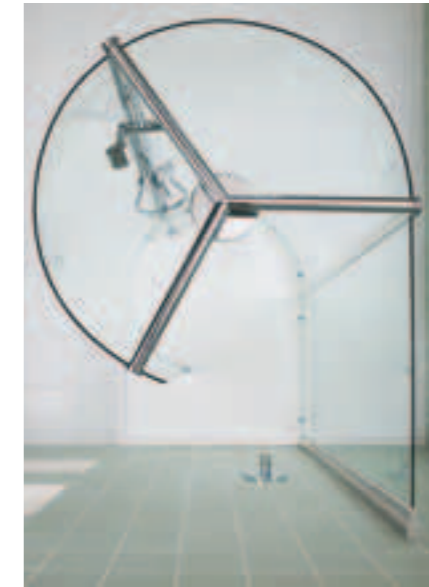
that the Icon delivers their guests the ambience and experience of a 5-star establishment at an affordable price.

Lefi’s creative flair is evident in every part of the Icon Hotel, nowhere more so than its guest rooms. The bathrooms of the Icon’s 66 en-suite rooms feature a selection of environmentally responsible Ideal Standard fittings from leading designers, echoing the ethos and ambition of this forward looking, and dramatically different, hotel.

Case Study 3: Lower Slaughter Manor, the Cotswolds

Set in fragrant gardens within a village often regarded as the most beautiful in England, von Essen’s Lower Slaughter Manor is located in the heart of the Cotswolds. Like each of the thirty von Essen hotels in the UK, it is renowned as a distinctive and individual country house whose historic charm is surpassed only by the elegance its interior.

While developing the Manor von Essen decided to enhance the stately architecture with a sympathetic interior design. Within the guest bathrooms they chose the Serenis Shower from Ideal Standard. The simplicity and practicality of its walk-in design, combined with the modern interpretation of a vintage style “rain” shower-head, made it the perfect choice for the “Queen of the Cotswolds”.



Case Study

Lower Slaughter Manor

Location

The Cotswolds

The Challenge

To bring 21st century facilities to a 17th century manor house.

The Solution

Select the very best modern fittings with a vintage sensibility.

“Each country house hotel offers a unique luxury experience with its own personality”



A European Perspective

The demands of each European hotelier are different. They reflect their experience and understanding of their market. There is no “one size fits all” hotel bathroom solution.

As a global brand with offices and manufacturing facilities throughout Europe, Ideal Standard is uniquely placed to serve the hospitality industry. Its first hand local knowledge of many European countries enables it to develop sanitary products and solutions that are tailored to the tastes


of each region, and, which satisfy the technical and regulatory demands of each nation.


Ideal Standard sanitary fittings are an integral part of hotel bathrooms across the continent, including those in the prestigious hotels below.


KEY FACTS


- There is no “one size fits all” hotel bathroom solution.
- Products must be tailored to the norms of each region
- Today’s guests expect consistent standards across Europe.




 **Germany** Striking architecture with an appreciation of time and place.

 **France** An intriguing blend of contemporary and old world charm.

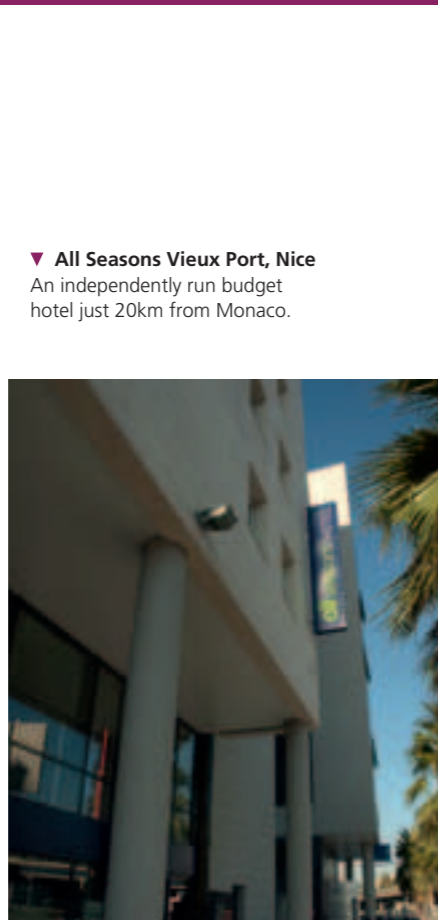
 **Switzerland** Tradition meets Le Corbusier and the Zurich group.

 **Italy** Historic cities, business destinations and exotic resorts (bottom).

 **Slovakia** Old Socialist Realism replaced by diverse modern forms.



▲ **Marriot, Hamburg** This modern business hotel is centrally located in cosmopolitan Hamburg.



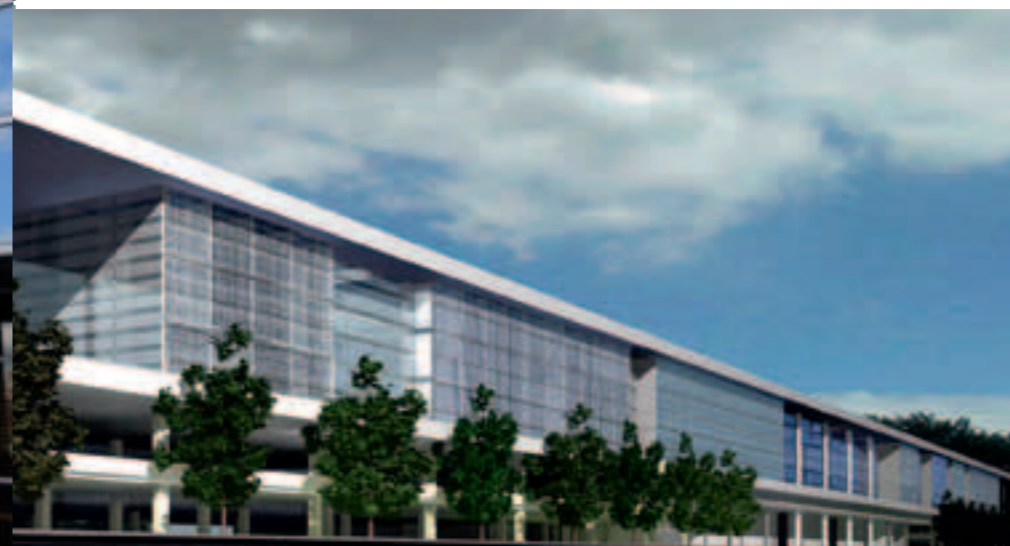
▼ **All Seasons Vieux Port, Nice**
An independently run budget hotel just 20km from Monaco.



▲ **Mercure, Paris** Comfortable, modern and ideal for exploring the City of Light.



◀ **Grand Hotel Quellenhof & Spa, Bad Regau**
56 contemporary lofts and suites is a restful parkland setting.



▲ **Sheraton, Malpensa Airport**
Modern 450 room luxury business hotel by King Rosselli.



▲ **Kempinski Hotel River Park, Bratislava** A new level of style and elegance on the banks of the Danube.

Knowledge

Key factors in hotel bathroom legislation

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- Q: How can a hotel bathroom be designed to achieve a target star rating and ensure regulatory compliance?
- A: Designing a hotel bathroom appropriate to a desired standard is not a matter of guesswork. Standards and regulations provide guidance on the size, facilities and layout of every type of hotel bathroom.

Norms and Standards

Part M and Hotels/Star Classifications

Part M and hotels

Approved Document M deals with Part M of schedule 1 of the Building Regulations; Access To And Use Of Buildings. It also has a direct link to the Disability Discrimination Act (2004).

In essence, anyone who is permanently, or temporarily, disabled is within the remit of Part M and organisations are obliged to ensure people with a disability have equal access to their premises and facilities. There are two areas where Part M compliance must be achieved by the hotelier; guest bedrooms and public washrooms.

Public Washrooms

- In a hotel having only one public toilet it must be unisex and accessible by wheelchair users. It should be of greater than standard width to accommodate the use of a standing height washbasin and a low-level hand-rinse basin.
- In any hotel where washroom facilities are provided for guests, visitors or staff, a unisex wheelchair accessible toilet must be provided close to the location of each washroom.
- In every male and female washroom, a WC cubicle must be provided for an ambulant disabled user within the range of standard WC cubicles.
- In every male or female washroom that has four or more WC cubicles, one must be an enlarged cubicle for use by those who require extra space. This is in addition to an ambulant disabled cubicle.

Guest Bedrooms

- 1 in every 20 hotel guest bedrooms must have a wheelchair accessible en suite bathroom.
- in hotels with more than one, a choice of bath or shower and left or right access must be provided.
- floors must be anti-slip when wet or dry.
- baths must have a 400mm deep transfer seat.
- the door to the en suite must open outwards.
- an emergency pull cord alarm must be fitted.

For further details and information on Part M hotel washrooms please see our guide "Part M solutions... what works and why"

Star Classifications

Before the jet age shrunk the world and tripadvisor.com made every guest a hotel inspector, classification systems gave the traveller reassurance about the standard of accommodation they could expect at their destination. In the last few decades however, the function of hotel classification systems has switched from protecting the traveller to providing them with information.

In the UK, national tourist authorities and organisations such as The AA rate hotels using one to five stars. Although there is some slight variance across individual organisations grading system, there is broad consistency on the facilities, standards and service that differentiate each star rating. Guidelines for en suite bathrooms at each star level are indicated in the table below.

	★	★★	★★★	★★★★	★★★★★
Provision	All bedrooms to have en suite bathroom/shower room or private facility with a WC and washbasin.	All bedrooms to have en suite bathroom/shower room or private facility with a WC and washbasin.	All bedrooms to have en suite bathroom/shower room with a WC and washbasin.	All bedrooms to have en suite bathroom with a bath, WC, washbasin and thermostatically controlled shower.	All bedrooms to have en suite bathroom with a bath, WC, washbasin and thermostatically controlled shower.
General Quality	Acceptable quality and condition, easy to use.	Quite good quality and condition, easy to use with some co-ordinated fittings and decor.	Good quality and condition, easy to use with well co-ordinated fittings and decor.	Very good quality and condition, easy to use with superior fittings and decor.	Excellent quality and condition, easy to use with luxury fittings and decor.
Room Size	Sufficient for adequate guest comfort.	Sufficient for adequate guest comfort.	Spacious with a good degree of free space.	Spacious with a good degree of free space.	Spacious with generously sized bath, basin and shower.
Water Supply	Hot water provided between 7am – 10pm.	Hot water provided between 7am – 10pm.	Hot water available at all times.	Hot water available at all times.	Hot water available at all times.

Forward Thinking Hygiene / Guest Safety

Modern hotel bathroom design is about more than just appearance. It must consider issues that will impact the efficiency and performance of the hotel itself.

HYGIENE

Bathroom hygiene is a primary concern of most hotel guests. They will use their senses to judge its cleanliness; aroma, lighting, texture and colour all play a part. The designer must therefore create a bathroom that has hygiene built in. Ideal Standard has developed products tailored to the unique hygiene needs of the hospitality industry:

Thermal Disinfection

Ideal Standard thermostatic mixers have an override facility that runs water above 60°C

through the fitting, disinfecting it and stopping the growth of bacteria such as legionella.

Anti-Splash

Armitage Shanks' Contour and Sanura urinals have been re-designed to incorporate the new hygenIQ 'Fin'. Using a form determined by fluid dynamic modeling, splash-back is reduced by up to 90% compared to traditional urinals. Further details of our hygenIQ technology can be found in our hygenIQ brochure.

Inside Out Design

Ideal Standard sanitary fittings have smooth external contours for easy cleaning. Their hidden internal spaces are also designed to improve hygiene by eliminating unnecessary cavities that can become havens for bacteria.

SPX Hoses

Ideal Standard mixers are supplied with flexible SPX hoses whose smooth bore discourages bacteria formation. Most other flexible connectors have ridged interior bores that trap water and encourage bacterial growth.



GUEST SAFETY

Hoteliers have a legal responsibility for the safety of guests during their stay. The en suite bathroom, where slipping and scalding are the main concerns, is potentially dangerous in any hotel. Ideal Standard has pioneered many technologies that can improve hotel bathroom safety.

Thermostatic Control

Ideal Standard mixers feature a safety button that limits the maximum temperature and eliminates the risk of scalding. External surfaces are kept at room temperature by the Cool Body system of each mixer.

Anti-Slip

Ideal Standard's steel baths feature slip resistance bases for safer bathing and showering but, until recently, it hasn't been possible to create an effective anti-slip surface on acrylic baths and shower trays. Ideal Grip is Ideal

Standard's new award winning slip prevention treatment for acrylic baths and shower trays.

Ideal Grip

This breakthrough surface treatment offers best in class slip resistance, is easy to clean, repels dirt and water, is environmentally friendly and has a 10 year warranty.

To prove Ideal Grip's anti-slip performance it has been tested by TUV in Berlin against DIN 51097, a test that determines slip resistance using an inclined wet ramp and bare feet. After extensive testing Ideal Grip was awarded Class C certification (the highest standard) for slip resistance up to 24° inclination. The TUV report stated that Ideal Grip "increases the coefficient of friction of bathtubs and shower trays... the effect is even more significant under wet circumstances

when the surface is moistened with soap and water". Ideal Grip has also been independently certified to EN ISO 4892-2 Exposure to Light Sources and EN 14527 Shower Trays for Domestic Purposes.

Every Ideal Standard acrylic bath or shower tray without a tread pattern can be treated with Ideal Grip. It is added at the end of the manufacturing process and can be applied in a simple transparent grip pattern or in a colour and design specified by the hotelier, such as their corporate logo.

Ideal Grip's exceptional performance is not achieved at the expense of the environment. This water based and solvent free surface treatment has recently won the University of Pittsburgh's prestigious Gold Award as "the best and most environmentally friendly anti-slip coating in the world".

	TEST ON 'INCLINED PLANE'	INCLINATION CORNER
CLASS	C	≥24°
	B	≥18°
	A	≥12°

Forward Thinking Water Efficiency

Ideal Standard works closely with its design partners to ensure our products optimise water usage and reduce unnecessary waste, such products of course still deliver an outstanding level of performance.

While hoteliers consider the carbon footprint and production legacy of the fixtures and fittings within their properties, organisations such as the EcoWorld Hotel Association promote a rating system that awards leaves, not stars, based on environmental performance.

In the UK the Building Research Establishment set up BREEAM (Building Research Establishment Environmental Assessment Method) to assess the environmental friendliness of buildings. The world's most widely used assessment scheme

"sets the standard for best practice in sustainable development" and measures each buildings level of achievement. Working to BREEAM can deliver a hotel that supports a corporate environmental strategy, demonstrates compliance with environmental requirements and has increased marketability.

Within BREEAM there isn't presently a section dedicated to assessing hotels. However, a Bespoke section caters for any building that falls outside the standard BREEAM categories. The Buildings Research

Establishment can prepare assessment criteria specific to an individual hotel that, once agreed with the design team, will provide guidance during design and construction, ultimately, leading to BREEAM certification. BREEAM goes far beyond water saving, but the need for water efficiency in modern hotels is especially clear. A "green" en suite will use 40% less water per day than a comparable "traditional" hotel bathroom, saving 52,000 litres per room, per year. Ideal Standard's water-saving products can reduce water usage in any hotel.

Regulated Guest Bathroom				
	Average number of uses a day	Average water useage	Flow rate	Total usage
Shower	2	5 minute average shower	8 lpm	80
Basin Cleaning teeth Hand washing	2 7	4 minutes use 2 minutes use	5 lpm 5 lpm	40 70
WC	5	4.5 litre flush x 5 uses		27
Total room usage				217

Unregulated Guest Bathroom				
	Average number of uses a day	Average water useage	Flow rate	Total usage
Shower	2	5 minute average shower	12 lpm	120
Basin Cleaning teeth Hand washing	2 7	4 minutes use 2 minutes use	9 lpm 9 lpm	72 126
WC	5	9 litre flush x 5 uses		45
Total room usage				363

146 litres per day water saving per room
52,000+ litres saving per year per room



4lt Toilet Bowl

Ideal Standard's unique water saving WC bowls are designed to be flushed, cleaned and refilled with less than 4 litres of water, a saving of up to 60%.

Sensorflow 21

Ideal Standard offers a comprehensive public washroom water management solution. Advanced electronics and proximity sensors control basins, urinals and WCs to ensure that water is only used when it is required.

CLICK Technology

Ideal Standard's CLICK cartridge lets the user lift the mixer's lever until they feel a resistance indicating that a 50% flow rate has been achieved, a flow sufficient for most needs. By continuing to lift the lever a 100% flow rate can be reached if required.

Flow Regulator

Ideal Standard flow regulators reduce the volume of water delivered by high-pressure systems, ensuring only the amount of water needed reaches the fitting.

Outlet Aerator

Ideal Standard's aerator screws into mixer outlets to produces a water saving aerated spray.

Forward Thinking Sustainability / Durability, Maintenance & Housekeeping

Sustainability imparts competitive advantage in the hospitality industry, choosing long lasting and environmentally responsible products is increasingly important.

SUSTAINABILITY

Ideal Standard is committed to minimising the impact of its manufacturing processes on the environment. Over the last decade we have invested in cleaner more energy efficient plant and introduced many sustainable practices.

Recycling Raw Materials

In 1998 less than 10% of the clay effluent produced during vitreous china casting was re-used. Today over 80% of it is recycled for use in the production of floor tiles and bricks.

Efficient Use of Raw Materials

In 2006 a new glaze Ultra Filtration System was installed at our Rugeley facility. As a result glaze waste sent to landfill reduced by 900 tonnes/year and discharge fell by 12,000m³ year.

Reduced Carbon Dioxide Emissions

In 2000 producing 1kg of sanitary product produced 1.36kg of Co². By improving the energy efficiency of our manufacturing processes we have reduced that to 1.15kg of Co²/kg of product.

DURABILITY, MAINTENANCE & HOUSEKEEPING

Hotel bathrooms inevitably receive rougher treatment than their domestic counterparts and durability will be vital in delivering a cost effective design. While specifying hard wearing, easy to maintain, guaranteed products will help to reduce future costs, even the toughest products sometimes fail and the long term availability of parts should also be considered.

It's not just hotel guests that treat en suites harshly. The rigorous daily cleaning regimes of housekeeping staff can degrade the tap indices and chrome plating of products not designed for commercial environments.

Ideal Standard products include design elements that promote durability, make them easy to maintain and faster to clean, reducing their long term cost.

Closed Toilet Bowl Rim

Ideal Standard's closed WC rim allows the toilet to be cleaned more quickly and effectively than open rim WCs.

Wall Mounted Products

Ideal Standard's smoothly contoured wall hung toilets and bidets eliminate potential bacteria havens and make floor cleaning faster.

Concealed Fixing

Ideal Standard mixers have concealed connections and fasteners, reducing the opportunity for bacteria to flourish in hidden crevices.

Quick Fix Kits

Ideal Standard provides kits containing key components that may eventually need to be replaced, keeping down-time to a minimum.



Hotel Products Exceptional solutions for the hotel bathroom

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& Ideal Standard

Q: Do guests in boutique hotels and international chain hotels demand the same things from their bathroom?

A: No. Anticipating, then exceeding, their expectations is the key. Ideal Standard's hotel specific sanitary fittings allow the individual needs of each property to be met by products with intrinsic style and performance.

Grand Refinement

When good taste
is paramount and
elegance is expected

SimplyU Dynamic 80cm basin,
SimplyU wall mounted basin mixer,
Tonic wall mounted WC, Tonic
seat and cover, Dual flush plate,
Synergy 800mm wetroom panel,
Synergy 1000mm front panel,
Synergy 1600mm x 800mm tray,
Moments shower column, Alfieri
handspray, flexible hose and slide
bar kit.

*For product information
please see page 30-31.*



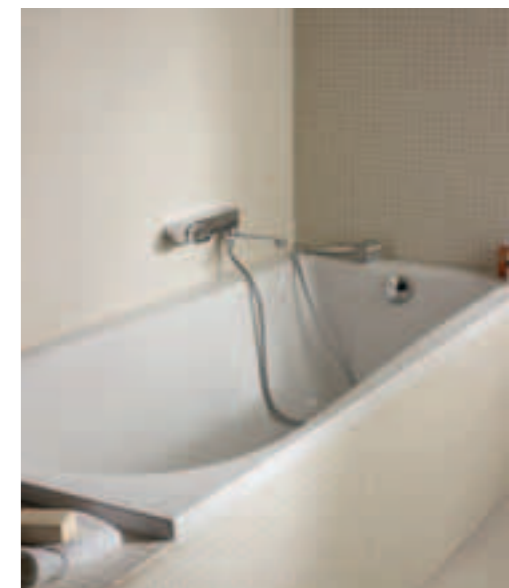


Above,
T013401 SimplyU
Dynamic 80cm basin,
E007067 Fixing brackets,
A4483AA SimplyU wall
mounted basin mixer,
A4491AA Pre installation kit,
J3291AA Free flow waste.

Right,
L6222EO Synergy 800mm
wetroom panel,
L6224EO Synergy 1000mm,
front panel,
L6229EO Synergy
1600mm x 800mm tray,
L6230EO Bracing brackets,
K6190AA Moments
shower column.

Below (left),
K310101 Tonic wall mounted WC,
E006067 Support brackets,
K704701 Tonic seat and cover,
E4437AA Dual flush plate,
S362467 Conceala 2 cistern,
6/4 litre flush (also available
with 4/2.6 flush).

Below (right),
K606001 Tonic 180cm x 80cm
Idealform bath,
E016701 Front panel,
E5836AA Flanged waste,
AA3914AA Moments exposed
bath shower mixer,
AA4942AA Alfieri handspray,
flexible hose and slide bar kit.



Bohemian Flair
Create theatre,
provoke opinion,
dare to be different



Opposite,
Create square semi countertop
basin, Active basin mixer,
Concept back-to-wall WC,
Concept seat and cover, Dual
flush plate, Concept bath 170cm
x 70cm, front panel, Synergy
bath screen, Active faceplate,
TT shower valve, Jasper Morrison
fixed head, Active basin mixer,
Active thermostatic bath filler.
*For product information
please see page 34-35.*

This page,
E310201 Create square semi
countertop basin,
B8062AA Active basin mixer.



Below,

E784901 Concept back-to-wall WC,
E791701 Concept seat and cover,
E4437AA Dual flush plate,
S362467 Conceala 2 cistern, 6/4 litre
flush (also available with 4/2.6 flush).

Opposite,

E735301 Concept bath 170cm x 70cm,
E413001 Front panel,
L6211AA Synergy bath screen,
A4105AA Active faceplate,
A3969NU TT shower valve,
E6425AA Jasper Morrison fixed head,
B8077AA Active thermostatic bath filler.



Urbane Indulgence
Beauty and inspiration
beyond the norm,
on a human scale



Opposite and above,
E621001 Jasper Morrison
vessel basin,
E009567 Fixing bracket,
E6423AA Jasper Morrison
vessel basin mixer.

Above,
E621701 Jasper Morrison
wall mounted WC,
E006067 Support brackets,
E621401 Jasper Morrison
seat and cover - soft close,

E4437AA Flush plate,
S362467 Conceala 2 cistern,
6/4 litre flush,
L6222EO Synergy 800mm
wetroom panel,
L6229EO Synergy 160cm
x 80cm tray,
L6230EO Bracing brackets,
E6410AA Jasper Morrison
faceplate and handles,
A3969NU TT shower valve,
E6425AA Jasper Morrison
overhead fixed shower.

Practical Simplicity
Efficiency,
functionality and
purity of concept
flawlessly delivered

Concept sphere 45cm semi countertop basin, Attitude basin mixer, Concept wall mounted WC, Concept seat and cover - slow close, Dual flush plate, Synergy 900mm Quadrant enclosure, Idealite 900mm shower tray, Attitude thermostatic shower valve, Jasper Morrison fixed overhead shower.

For product information please see page 40-41.





Opposite,
E797901 Concept sphere 45cm semi countertop basin,
A4597AA Attitude basin mixer.

Right (above),
L6284E Synergy 900mm Quadrant enclosure,
L632701 Idealite 900mm shower tray,
SA4614AA Attitude thermostatic shower valve,
L6732AA Wall elbow,
E6425AA Jasper Morrison fixed overhead shower.

Right,
E785001 Concept wall mounted WC,
E006067 Support brackets,
E791701 Concept seat and cover - slow close,
E4437AA Dual flush plate,
S362467 Conceala 2 cistern, 6/4 litre flush (also available with 4/2.6 flush).



Contemporary Luxury
Modern style and
material combine
in unrivalled opulence

Strada vessel basin, Attitude basin mixer with Classic outlet and pop up waste, Jasper Morrison wall mounted WC, Jasper Morrison seat and cover, Dual flush plate. 1400mm x 900mm Idealite shower tray, Synergy 700mm wetroom panel, Jasper Morrison faceplate and handles, Jasper Morrison overhead shower. For product information please see page 44-45.



Above,
K077801 Strada vessel basin,
A4592AA Attitude basin
mixer with Classic outlet
and pop up waste.

Left,
E621701 Jasper Morrison
wall mounted WC,
E443701 Jasper Morrison
seat and cover,
E006067 Support brackets,
E4437AA Dual flush plate.



This page,
L632301 1400mm x 900mm
Idealite shower tray,
L6220EO Synergy
700mm wetroom panel,
L6223EO Synergy
900mm wetroom panel,
L6229EO Straight
bracing bracket,
L6230EO Angled
bracing bracket,
E6410AA & A3969AA
Jasper Morrison faceplate
and handles,
A3969NU TT shower valve,
E6425AA Jasper Morrison
overhead shower.

Part M
Consideration and
comfort for all



*Opposite and above,
Contour 21 wheelchair
accessible 60cm basin,
Contemporary bottle trap,
Sensorflow 21 electronic
spout with integral sensor.*

*Above,
Contour 21 wall mounted
WC 75cm projection,
Contour 21 top fixing seat
with retaining buffers.
For product information
please see page 48-49.*



Above,
S216801 Contour 21 wheelchair accessible 60cm basin,
E0079AA Contemporary bottle trap,
 E015767 Wall fixing set,
A4852AA Sensorflow 21 electronic spout with integral sensor,
S7435AA Nuastyle under basin thermostatic valve,
S307801 Contour 21 wall mounted WC 75cm projection,
S913967 Support brackets,
S406601 Contour 21

top fixing seat with retaining buffers,
S646601 Backrest rail,
S688467 Cushioned back support with clips,
S359967 Sensorflow 21 WC flush complete with 4.5 litre flush Conceala cistern,
S6484AA 600mm Contemporary grab rail,
S6486AA 450mm Contemporary grab rail,
S6485AA 800mm hinged support rail,
S6932AA Contemporary toilet roll holder.

Opposite,
B9410AA Idealrain shower kit handset and flexible hose,
A4129AA Contour 21 thermostatic sequential shower mixer,
E4705AA Wall elbow,
S9313AA Short projection shower head,
S6632XK Folding shower seat,
S6635XK Back support,
S6484AA 600mm Contemporary grab rail,

S6486AA 45cm Contemporary grab rail,
S6485AA Contemporary hinged support rail,
L6919AA Shower diverter.



Public Washroom

Unsurpassed facilities in
an inviting washroom

Contour 21 square
undercounter basins,
Sensorflow 21 wall
mounted 230mm spout
with sensor, White wall
mounted WC, White seat
and cover, Sensorflow 21

Conceala cisterns,
Contour hygenIQ urinal,
Surface mounted
electronic WC flush.
*For product information
please see page 52-53.*





Opposite,
A4850AA Contour 21 square undercounter basins,
A4183AA Sensorflow 21 wall mounted 230mm spout with sensor.

Right (above),
E000501 White wall mounted WC,
E006067 Support brackets,
E002101 White seat and cover,
S359967 Sensorflow 21 Conceala cisterns.

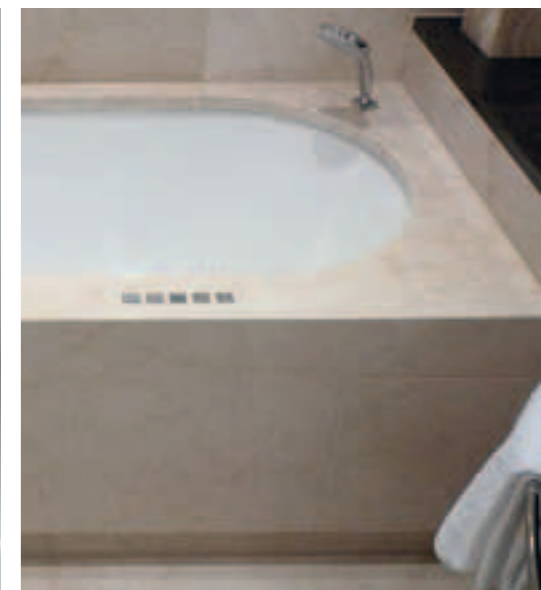
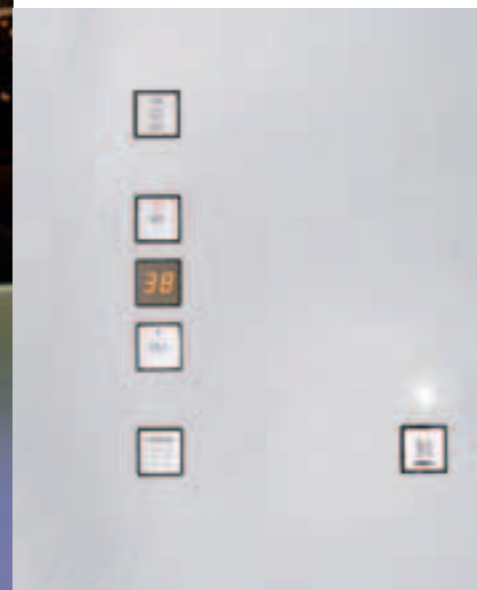
Right,
S611901 Contour hygenIQ urinal,
S884967 hygenIQ waste,
S6286AA Back inlet spreader,
A4669AA Surface mounted electronic WC flush,
S927567 Concealed hangers,
S927667 Toggle bolts,
S897001 1 1/2" P trap with 75mm seal.



Q Five by Gerloff & Ideal Standard Touch sensitive control brings luxury and precision to the next generation of hotel bathrooms



Using Gerloff's QFive control system is simple and intuitive for hotel guests. Control buttons are designed to be integrated into wall finishes and can be positioned almost anywhere in a bathroom. QFive has a unique capacity to adapt. Five vertical buttons control the core functions while four horizontal "special effect" buttons can be added to suit the particular requirements of the hotel. Music, lights, fragrance and steam can be summoned by just a touch. Each individual function can be synchronised with the main controls so that, for instance, the lights illuminate the shower as soon as the water starts to flow. Precise, refined, bespoke.



Design Resources

Product drawings, specifications and guarantees

Contents

- 58 Grand Refinement
- 61 Bohemian Flair
- 64 Urbane Indulgence
- 66 Practical Simplicity
- 68 Contemporary Luxury
- 70 Part M
- 72 Public Washrooms
- 74 Additional Products
- 76 A Wealth of Knowledge

Q: Understanding the precise shape and size of a sanitary fitting is key to ensuring it integrates with the overall design of a hotel bathroom.

A: The following pages feature detailed technical drawings and dimensional information for all the ideal standard products featured on the preceding pages.

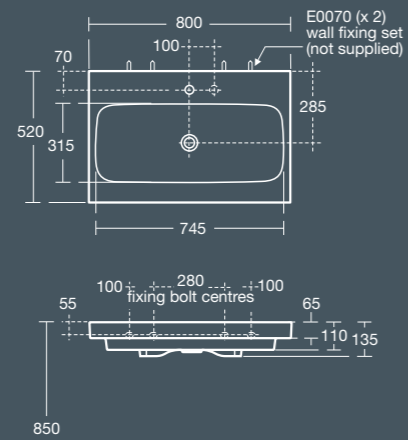
Grand Refinement – Specifications

Simply U Dynamic
80cm basin

CODE T013401

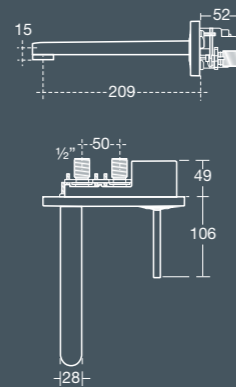
Free flow waste

CODE J3291AA



Simply U wall mounted
basin mixer

CODE A4483AA



Tonic wall mounted WC

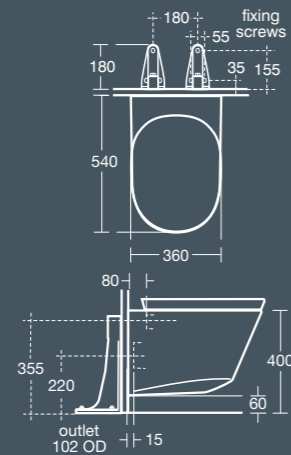
CODE K310101

Dual flush plate

CODE E4437AA

Tonic seat and cover

CODE K704701



Synergy 800mm
wetroom panel

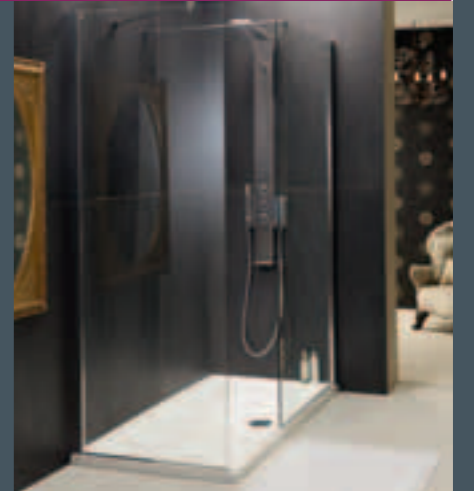
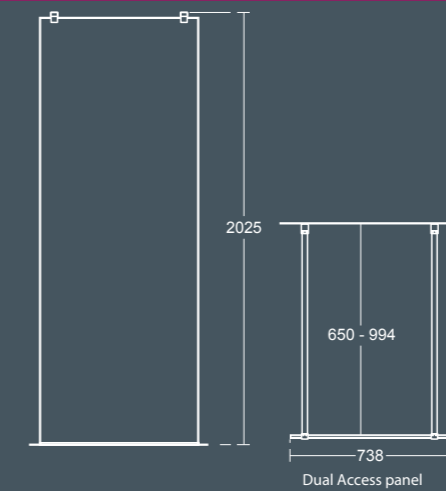
CODE L6222EO

Synergy 1000mm
front panel

CODE L6224EO

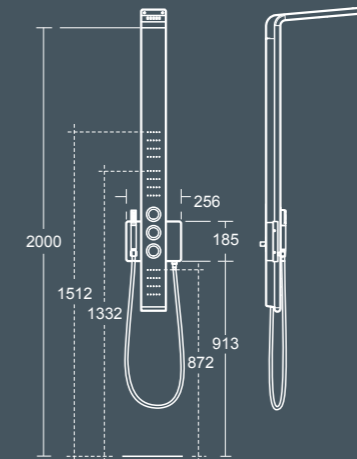
Synergy 1600mm
x 800mm shower tray

CODE L6229EO



Moments shower column

CODE K6190AA



Tonic 180cm x 80cm
Idealform bath

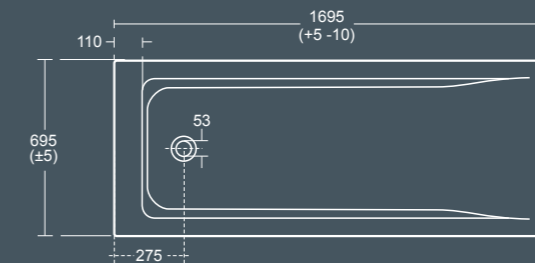
CODE K606001

Front panel

CODE E016701

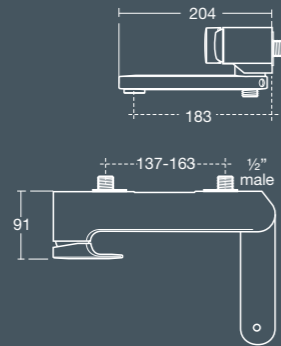
Flanged waste

CODE E53836AA

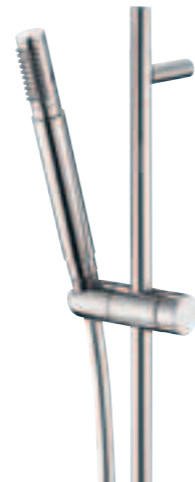
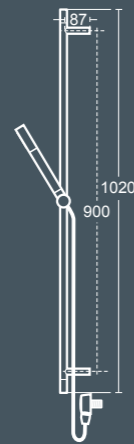


Grand Refinement – Specifications

Moments exposed
bath shower mixer
CODE AA3914AA

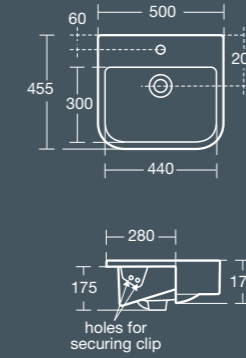


Alfiere handspray, flexible
hose and slide bar kit
CODE AA4942AA

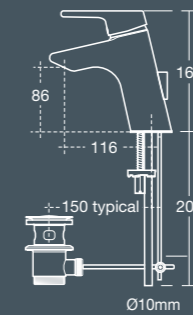


Bohemian Flair – Specifications

Create square semi
countertop basin
CODE E310201



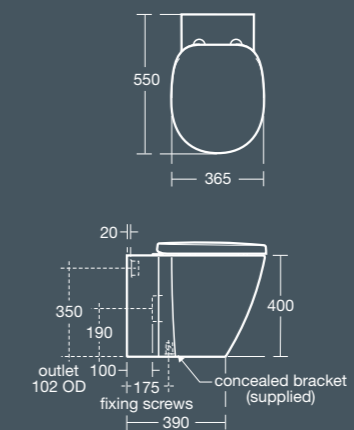
Active basin mixer
CODE B8062AA



Concept back-to-wall WC
CODE E784901

Concept seat and cover
CODE E791701

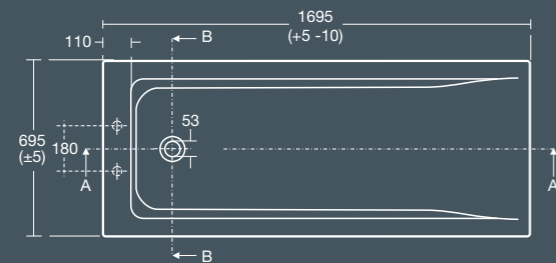
Dual flush plate
CODE E4437AA



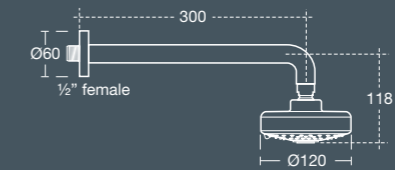
Bohemian Flair – Specifications

Concept bath
170cm x 70cm
CODE E735301

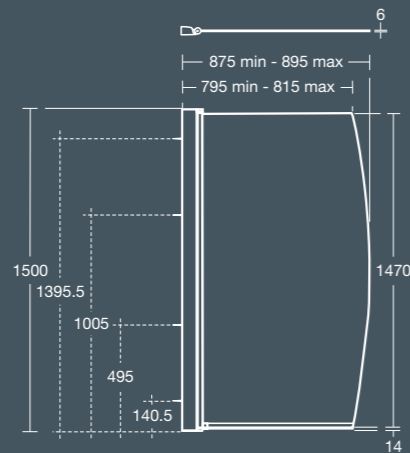
Front panel
CODE E413001



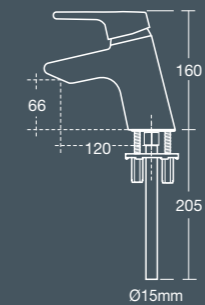
Jasper Morrison fixed head
CODE E6425



Synergy bath screen
CODE L6211AA

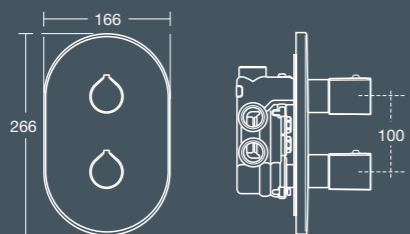


Active thermostatic
bath filler
CODE B8077AA



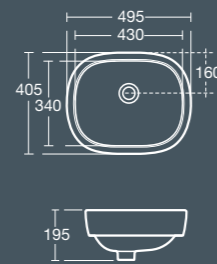
Active faceplate
CODE A4105AA

TT shower valve
CODE A3969NU



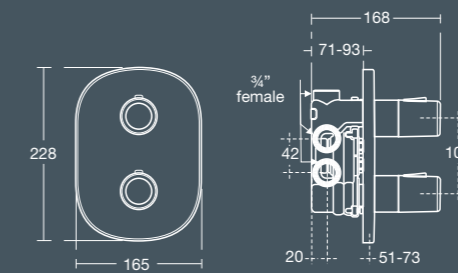
Urbane Indulgence – Specifications

Jasper Morrison vessel
CODE E621001

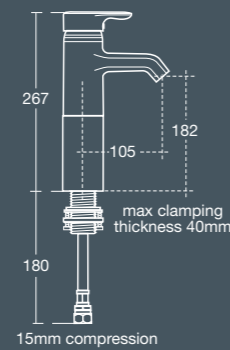


Jasper Morrison faceplate
and handles
CODE E6410AA

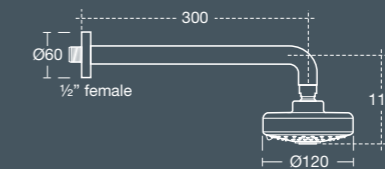
TT shower valve
CODE A3969NU



Jasper Morrison vessel
basin mixer
CODE E6423AA



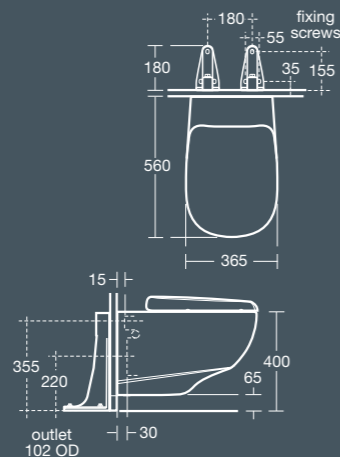
Jasper Morrison fixed head
CODE E6425



Jasper Morrison
wall mounted WC
CODE E621701

Jasper Morrison seat
and cover - soft close
CODE E621401

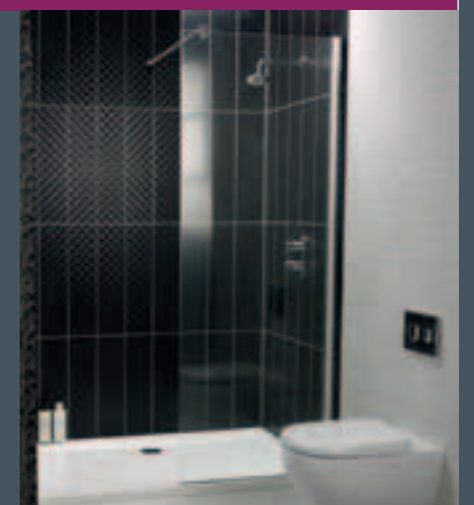
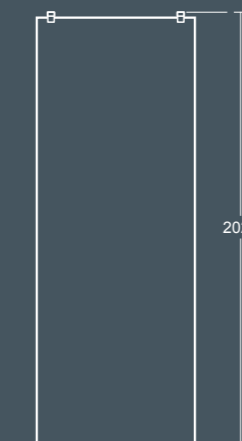
Flush plate
CODE E4437AA



Synergy 800mm
wetroom panel
CODE L6222EO

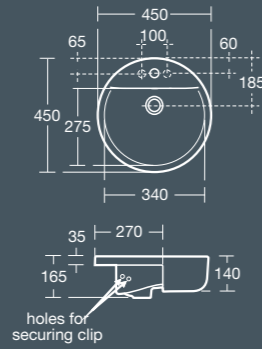
Synergy 1000mm front panel
CODE L6224EO

Synergy 1600mm x 800mm
shower tray
CODE L6229EO

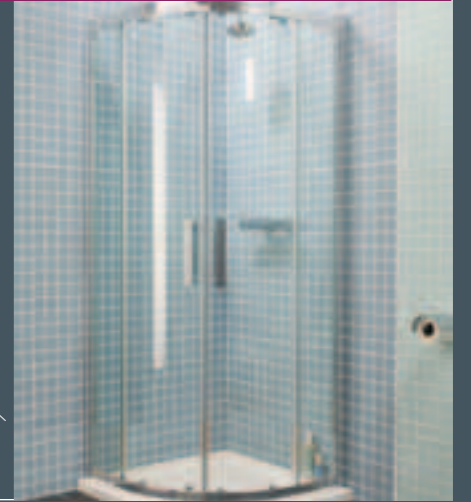
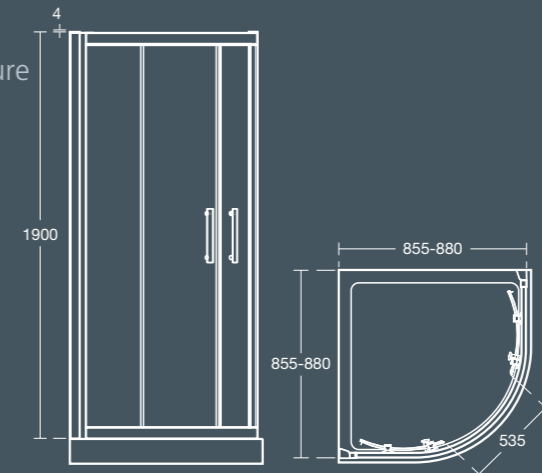


Practical Simplicity – Specifications

Concept Sphere 45cm
semi countertop basin
CODE E797901

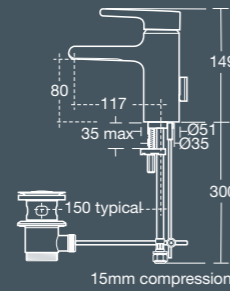


Synergy 900mm
quadrant enclosure
CODE L6284E

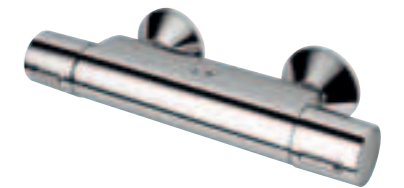
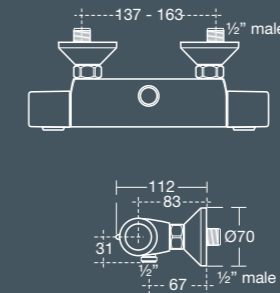


Idealite 900mm
shower tray
CODE L632701

Attitude basin mixer
CODE A4597AA



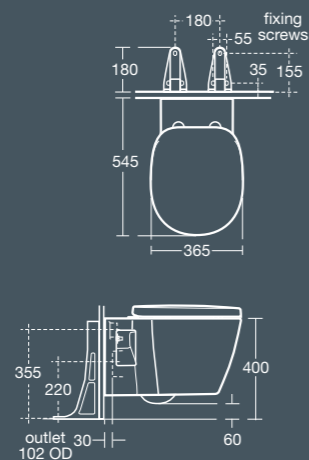
Attitude thermostatic
shower valve
CODE SA4614AA



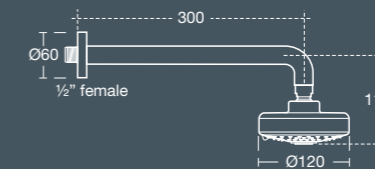
Concept wall mounted WC
CODE E785001

Concept seat
and cover - slow close
CODE E791701

Dual flush plate
CODE E4437AA

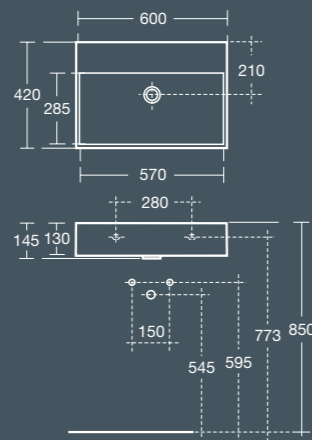


Jasper Morrison fixed head
CODE E6425



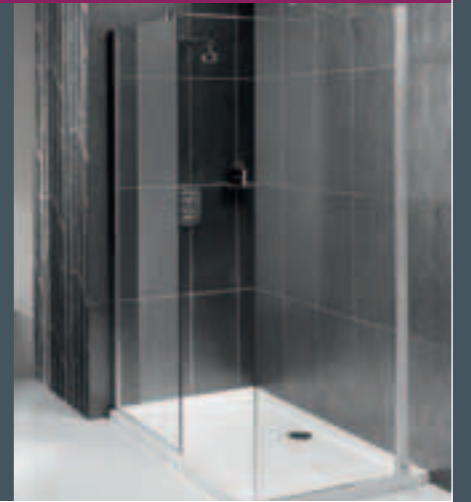
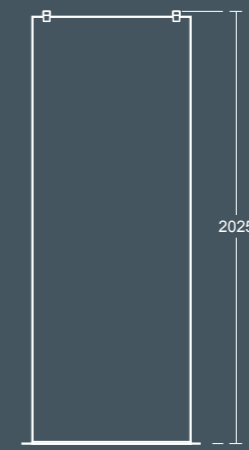
Contemporary Luxury – Specifications

Strada vessel basin
CODE K077801

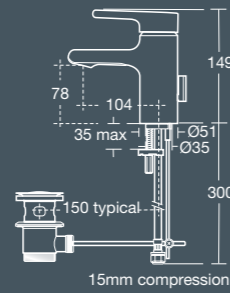


Synergy 700mm wetroom panel
CODE L6220EO

1400mm x 900mm Idealite shower tray
CODE L632301

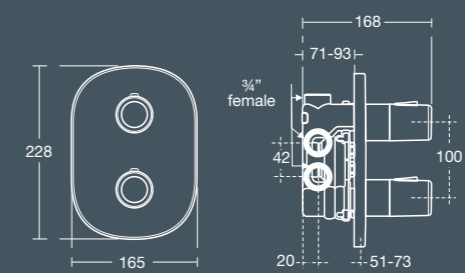


Attitude basin mixer with classic outlet and pop up waste
CODE A4592AA



Jasper Morrison faceplate and handles
CODE E6410AA

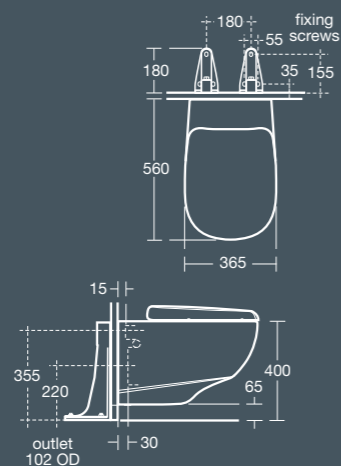
TT shower valve
CODE A3969NU



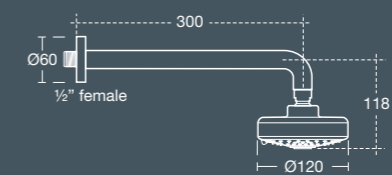
Jasper Morrison wall mounted WC
CODE E621701

Jasper Morrison seat and cover
CODE E443701

Dual flush plate
CODE E4437AA



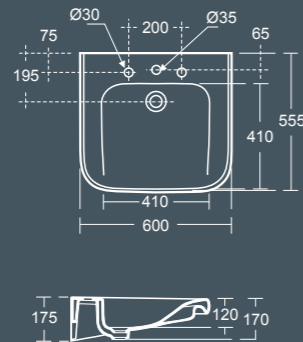
Jasper Morrison fixed head
CODE E6425



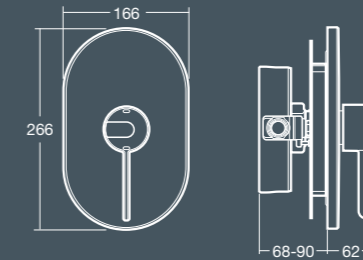
Part M – Specifications

Contour 21 wheelchair accessible 60cm basin
CODE T012061

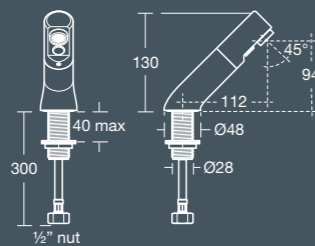
Contemporary bottle trap
CODE E0079AA



Contour 21 thermostatic sequential shower mixer
CODE A4129AA



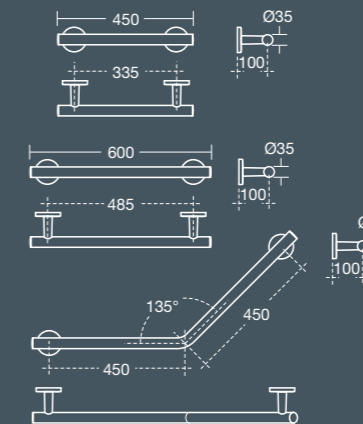
Sensorflow 21 electronic spout with intergral sensor
CODE A4852AA



Contemporary grab rail
CODE S6484AA

Contemporary grab rail
CODE S6486AA

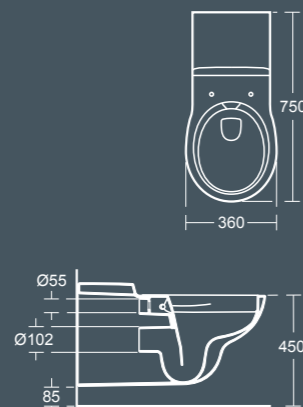
Contemporary hinged support rail
CODE S6485AA



Contour 21 wall mounted WC, 75cm projection
CODE S307801

Contour 21 top fixing seat with retaining buffers
CODE S406601

Cushion back support with clips
CODE S688467

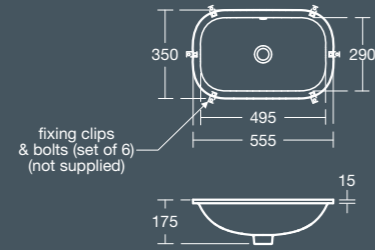


Folding shower seat
CODE S6632XK

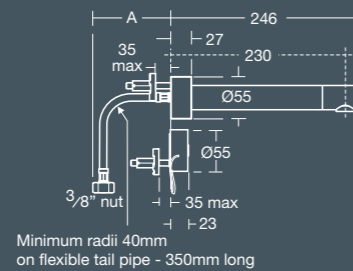


Public Washrooms – Specifications

Contour 21 square undercounter basins
CODE A4850AA



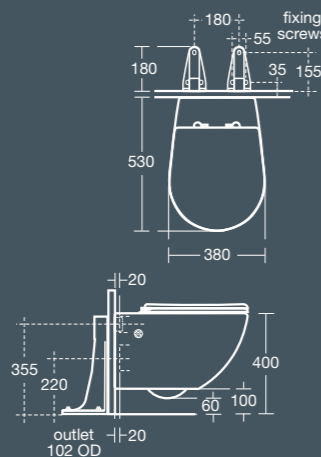
Senorflow 21 wall mounted
23cm spout with sensor
CODE A4183AA



White wall mounted WC
CODE E000501

White seat and cover
CODE E002101

Sensorflow proximity WC flush
CODE S8112AA

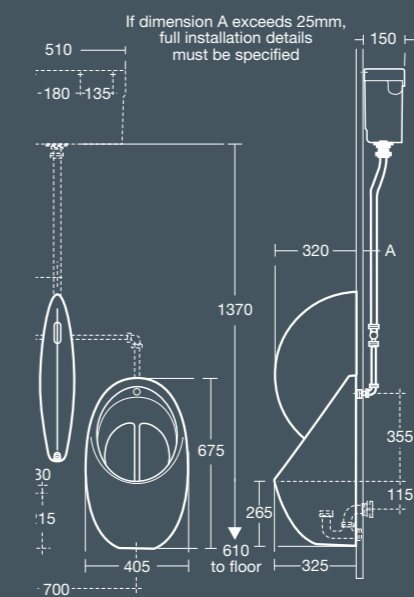


Contour hygenIQ urinal
CODE S611901







hygenIQ waste
CODE S884967

Back inlet spreader
CODE S6286AA

Concealed hangers
CODE S927567



Additional Products – Specifications

<p>IQ single lever one taphole basin mixer with swivel spout and pop-up waste CODE H2018AA</p>	<p>IQ dual control three taphole basin mixer with swivel spout and pop-up waste - round handles CODE H2022AA</p>	<p>IQ dual control built-in wall mounted basin mixer - round handles CODE H2634AA</p>
		
<p>IQ single lever three hole bath shower mixer complete with retractable hand shower CODE H2025AA</p>	<p>Glance single lever one taphole basin mixer with circular spout and pop-up waste CODE A5330AA</p>	<p>Glance single lever one taphole basin mixer with angular spout and pop-up waste CODE A5333AA</p>
		

<p>Glance dual control built-in wall mounted basin mixer CODE H2618AA</p>	<p>Silver Idealfill operating handles CODE A3998AA</p>	<p>Moments built-in control valve - chrome handles CODE A4018AA</p>
		
<p>Leadenhall basin CODE S205801</p>	<p>Simply U Natural 45cm vessel basin - no tapholes CODE T014101</p>	<p>Concept Cube 50cm short projection semi countertop basin CODE E793401</p>
		

A Wealth of Knowledge Contact us

The products featured in this guide are just a small part of the vast Ideal Standard range. Discovering the rest of our collection couldn't be easier.

idealstandardinternational.com

This truly international website encompasses every Ideal Standard brand. It is a source of information on new products and is regularly updated with the latest news. A link to our dedicated UK website gives access to a comprehensive professional section.

Call 01482 346461



The Blue Book and thebluebook.co.uk

The Blue Book (and its new website) continues to be the industries standard reference for sanitary ware and fittings. Almost every Armitage Shanks product available in the UK has its own page with a photograph, technical details and dimensioned drawing.

Call 01543 490253



The Platinum Book

A single source of the best of Ideal Standard's contemporary bathroom design. The new Platinum Book features the work of famed international designers in dramatic and inspirational room settings accompanied by detailed technical drawings.

Call 0800 590311



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T 020 7253 4776 F 020 7250 1072 E klin@thebath-room.com
www.thebath-room.com

Guarantee

Lifetime

All ceramic products

5 years

on taps and mixers, toilet seats and cistern fittings

10 years

On shower enclosures and trays

25 years

On acrylic baths

Our confidence in the quality and reliability of our product allows us to offer outstanding extended guarantees on all our products – where the product fails within 5/25 years/lifetime we offer a free replacement or replacement part (or nearest equivalent). So when your washroom and bathroom has been satisfactorily installed and is working well, please ensure you register your guarantee.

Liability is limited to individual products and the guarantee does not cover the consequential loss or damage or installation costs. This guarantee does not affect your statutory rights. Products must be installed, used and cared for in line with our fixing instructions and local water regulations, and room must be adequately ventilated.

Parts (eg. flushvalves) are guaranteed for five years and will be replaced if found to be faulty. The guarantee does not cover general wear and tear. Applies to UK and Republic of Ireland only.

Colours printed in this book are as near as possible to the manufactured range of Armitage Shanks quality bathrooms. For accurate comparisons of colours, see actual ware on display at Armitage Shanks retailers. Our policy is one of continuous improvement and we reserve the right to change specification and design at any time without notice.

All measurements are in millimetres and are approximate. Products can be subject to tolerances due to manufacturing processes.

Grestec tiles

Page 28 & 29, 31
Shower wall tiles: PNM9329 600x1200mm
Room wall tiles: EA6504STR 150x600mm
Floor tiles: EA6504STR 600x600mm

Page 32, 35

Bath wall tiles: LV5629 100x100mm

Page 28

Shower wall tiles: PQE94845F 150x600mm
Room wall tiles: BAVPN00 50x50mm
Floor tiles: VM0066POL 400x800mm

Page 38 & 39

Wall tiles: LV5612 50x50mm & LV5616 50x50mm

Floor tiles: EAG6584Satin 300x600mm

Page 40

Wall tiles: LV5616 50x50mm
Room wall tiles: EA6504STR 150x600mm

Page 28

Wall tiles: LV5616 50x50mm
Shower wall tiles: LV5612

Page 42 & 43, 44 & 45

Shower & basin wall tiles: EA6563STR 300x600mm
Toilet wall tiles: BAVPN00 50x50mm
Floor tiles: VM0066POL 400x800mm

Page 47, 48, 49

Shower wall tiles EGC7014DOM 25x150mm
Room wall tiles: EGZ4210POL 300x300mm
Floor tiles: GRW8373STR 600x600mm

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Basin wall tiles EA6517BMOS 25x50mm
Room wall tilesPQC9467 65x400mm
Floor tiles: MRP9747 600x600mm



Credits

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Stripey wallpaper: Barcode (ref 15826) from the Identity Collection by Harlequin.
Tel: 0845 123 6805
www.harlequin.uk.com

Green wallpaper: Papilio Vinyl (ref VW5650/27) from Osborne & Little
www.osborneandliddle.com

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Bedroom area wallpaper: Papilio Lysander (ref VW5332/02) from Osborne & Little.

Bathroom area wallpaper: Pompadour Du Barry Stripe (ref W6017/03) from Osborne & Little
www.osborneandliddle.com

Bedroom area carpet: Misty (ref 150 white) from Solid Floor.
Tel 020 7486 4838.
www.solidfloor.co.uk

Ideal Standard (UK) Ltd

The Bathroom Works
National Avenue
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HU5 4HS
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Tel: 01482 346461
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www.ideal-standard.co.uk

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