



A NEW ERA  
IN FLUSH  
TECHNOLOGY



A  
BEAUTIFUL  
USE  
OF  
SPACE

The logo consists of a circular graphic with a blue-to-white gradient, resembling a lens or a water droplet. Inside the circle, the text 'AquaBlade' is written in a large, white, sans-serif font, with a registered trademark symbol (®) to its upper right. Below 'AquaBlade', the word 'TECHNOLOGY' is written in a smaller, white, all-caps, sans-serif font.

AquaBlade®  
TECHNOLOGY

A white toilet is shown from a low-angle perspective, with the lid and seat up. The toilet is positioned on the left side of the frame, and its bowl is visible. The background is a solid blue color.

## THE NEW STANDARD OF FLUSH PERFORMANCE

At Ideal Standard we're continually striving to bring the most beautiful, innovative solutions to our customers, leading the way and setting new standards in bathroom design.

Now, following several years in development, we're proud to introduce new Ideal Standard AquaBlade® Technology - the most significant development since the invention of the flush toilet. We're confident that this unique, patented technology will set new standards in design, hygiene and performance.

FOR 2015, OUR NEW TONIC II TOILET WILL  
FEATURE AQUABLADE® TECHNOLOGY

# THE STORY BEHIND THE TECHNOLOGY

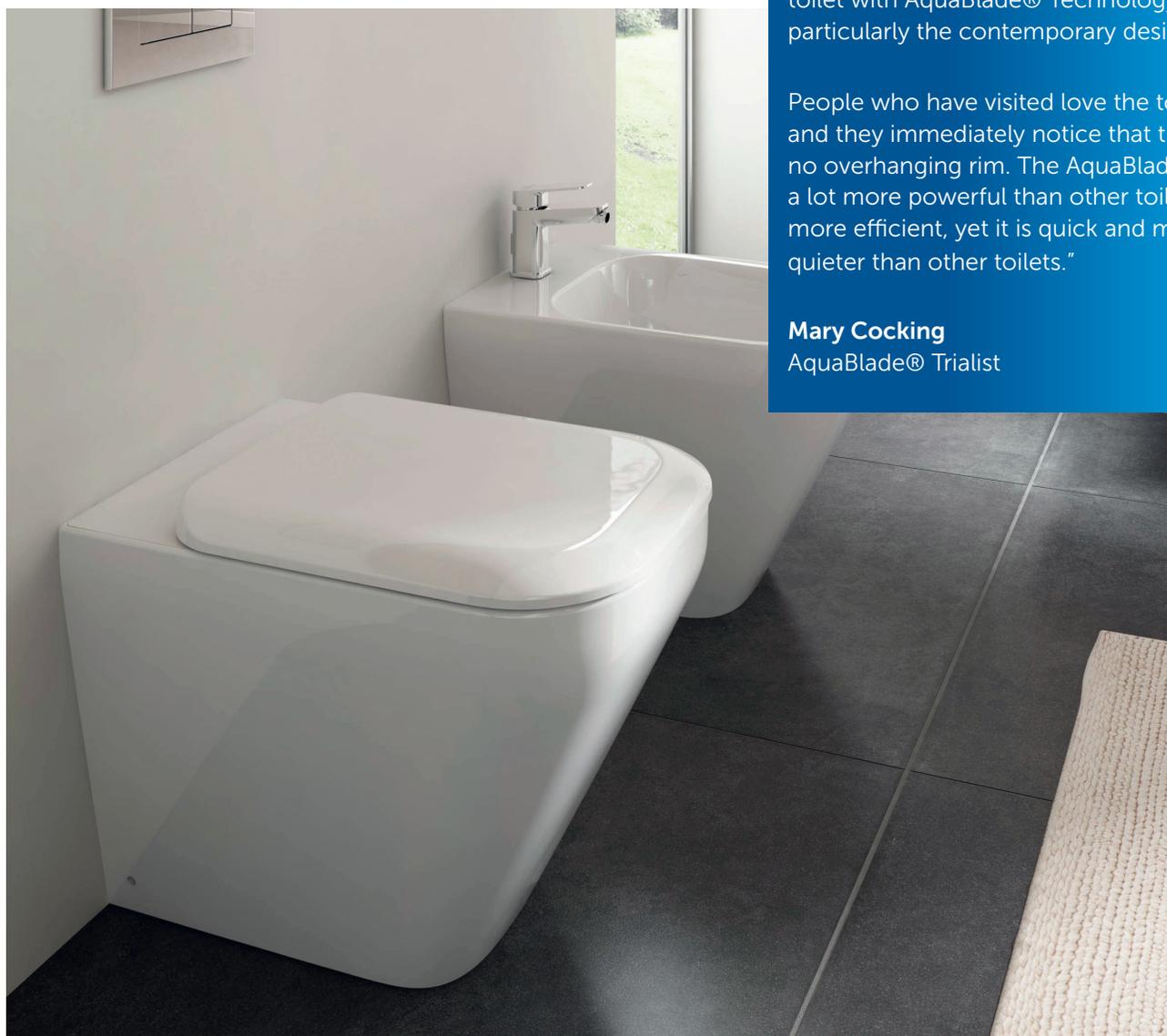
Design is at the heart of everything we do. This means our products are at the foremost edge of design thinking for both functionality and style.

“Our objective was to create a sleek, modern design that outperforms existing toilets on the market. We designed the bowl without the traditional overhanging rim to give a contemporary look and feel. This also reduces unhygienic areas which can harbour bacteria. In terms of the flush performance, we engineered the design to allow the water to wash from the very top of the bowl so that cleaning is optimised. The internal channel reduces turbulence to create a highly efficient, quieter flush with less splashing.”



**Mike Heaton**

Product Development Manager  
Ceramics, EMEA



“I really love the simplicity of my new toilet with AquaBlade® Technology particularly the contemporary design.

People who have visited love the toilet and they immediately notice that there is no overhanging rim. The AquaBlade® is a lot more powerful than other toilets and more efficient, yet it is quick and much quieter than other toilets.”

**Mary Cocking**

AquaBlade® Trialist

# THE ULTIMATE COMBINATION

## DESIGNED TO LOOK BEAUTIFUL

With simple clean lines and contemporary styling, AquaBlade® Technology has been designed with aesthetics as well as performance in mind. There is no unsightly rim so only the smooth curves of the bowl are visible.

### BETTER LOOKING...

In research, 8 out of 10 consumers\* preferred the look of the AquaBlade® Technology bowl to standard box rim and rimless toilets.

\* based on research in UK and Italy



## EXCEPTIONAL FLUSH PERFORMANCE

AquaBlade® Technology gives a superior flush performance every time.

With no overhanging rim, the water flows from the very top of the bowl rinsing 100% of the area beneath.

The integral channel creates a pressurised cascade of water which flows around the bowl creating two strong jets at the front. These merge to form a powerful plume of water that drives away solid matter effortlessly.



AQUABLADE®  
FLUSH TECHNOLOGY  
IS THE BATHROOM  
EQUIVALENT OF  
THE INVENTION OF  
THE JET ENGINE

# OF STYLE AND PERFORMANCE

## UNRIVALLED HYGIENE

AquaBlade® Technology outperforms all existing toilets in terms of hygiene.

Traditional toilets leave a significant area of the bowl unwashed particularly at the back of the bowl. The AquaBlade® channel is positioned close to the top of the bowl so 100% of the surface area beneath is rinsed clean every time.



With traditional box rimmed toilets, approximately 20% of the bowl is unwashed.



AquaBlade® Technology ensures 100% of the surface area below the channel is rinsed clean.



## EASIER TO CLEAN

AquaBlade® Technology powerfully rinses the whole bowl clean with every flush and its gentle curved shape makes it easy to wipe with minimum effort.





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[www.is-aquablade.com](http://www.is-aquablade.com)



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