

# AQUALISA

## PRESS RELEASE

The Sleep Event/4-5 November 2008

### Aqualisa Debuts Digital at The Sleep Event

*"It's time for the hotel industry to fully recognise the opportunities that digital bathroom technology presents. Digital technology has long been integrated into every other area of hotel design and functionality – now, it's the turn of the bathroom."*

That's according to Simon Greenstreet, marketing and sales director of Aqualisa.

Making its debut at this year's Sleep Event, Aqualisa has long been renowned in the British bathroom industry for spearheading showering innovation – nearly 30 years ago, the company designed a bi-metallic, thermostatic shower valve that revolutionised showering. Many of those original Aqualisa shower valves found their way into the hotel sector.

Now, three decades later Aqualisa is intent on making its award-winning digital technology a viable option for hotel designers and specifiers, whatever their brief or budget. Two digital shower and bath ranges – Quartz Digital and HiQu Digital (the latter launches Jan 09) – will be showcased at Sleep. In addition, there will be the exclusive stand-alone brand, ilux Digital, a design and functionality-led product that is aimed at the luxury and boutique market.

In recent years, Aqualisa's considered product development programme has ensured there is a digital solution for every bathroom. However, the core technology at the heart of every digital shower or bath fill – a compact electronic processor – remains the same and whether the product is Aqualisa's original and best-selling Quartz Digital Shower or the brand new and highly intuitive HiQu Digital Bath, the user can be assured of a temperature-perfect, reliable showering or bathing experience. Common to all Aqualisa digital products are the following features –

- **One-touch control**  
All Aqualisa digital shower or bath controls feature a simple, push button start/stop control.
- **LED display**  
Integrated onto the shower or bath control, the LED display is a powerful visual feature that indicates water temperature readiness. Displays flash whilst water is warming up and then turn to steady, once the water has reached the user's pre-set temperature.
- **Thermostatic precision**  
Aqualisa's digital processors blend hot and cold flows of water with extreme accuracy – resulting in perfect, thermostatically controlled temperatures.
- **Flow control**  
Fluctuating flow becomes a thing of the past thanks to Aqualisa's advanced electronic processors. Flow is perfectly and accurately controlled at all times.

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

Telephone 01959 560000 Fax 01959 560030 Email [marketing@aqualisa.co.uk](mailto:marketing@aqualisa.co.uk) Web Site [www.aqualisa.co.uk](http://www.aqualisa.co.uk)

# AQUALISA

## PRESS RELEASE

The Sleep Event/4-5 November 2008

### Aqualisa Debuts Digital at The Sleep Event

- **Wireless remote and/or wired remote dual switch options**

With the exception of Visage Digital, all Aqualisa digital showers and bath fills offer the option of either a completely wireless remote control or, alternatively, a wired remote dual switch. Both can be used to switch showers and baths on from up to 10m away.

- **Optional Eco setting**

Aqualisa's second generation of digital processors feature an optional eco-setting. Activated\* on the processor during installation, the setting reduces flow to around 8 litres per minute – and is a huge bonus for any specifier seeking to work within the realms of sustainability.

\* - ilux Digital Shower also features an eco-setting on its control. When selected, the control's LED display flashes green, allowing the user to reduce flow to the minimum level, thus saving water.

- **Easy, straightforward installation**

Unlike a conventional shower valve, which is typically mounted onto or built into the wall, digital showers are controlled by remotely sited processors. A slim data cable connects the processor to the shower or bath control. This configuration is ideal for hotels as it allows showers and baths to be controlled and serviced without losing the use of rooms. It is also extremely suitable for pods.

Commenting on Aqualisa's Sleep presence, Simon Greenstreet says,

*"We are delighted to be participating in this year's Sleep Event. Now is the right time for designers and specifiers to use the full scope of digital technology to create the next generation of hotel bathrooms. The hotel bathroom has never been more important; it has evolved from a purely functional space into a zone that is regarded by many hotels as a powerful statement of individuality, style and substance.*

*"At its most imaginative, digital technology has the potential to take hotel bathroom design to another level of sophistication. But equally, its immense attraction is that digital technology is for all – and just as digital is capable of helping designers realise their most futuristic and ambitious schemes, it is also an entirely accessible technology for those specifiers who simply want to deliver quality, reliability and longevity."*

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

Telephone 01959 560000 Fax 01959 560030 Email [marketing@aqualisa.co.uk](mailto:marketing@aqualisa.co.uk) Web Site [www.aqualisa.co.uk](http://www.aqualisa.co.uk)

# AQUALISA

## PRESS RELEASE

The Sleep Event/4-5 November 2008

### Aqualisa Debuts Digital at The Sleep Event

#### Aqualisa's Digital Showers at a Glance

##### *Quartz Digital Shower & Quartz Digital Bath*

The original digital shower, Quartz Digital was launched by Aqualisa in 2001. A best-seller, it features a large, easy to use push button start/stop control and has an LED display that flashes blue as the water warms up, turning to steady once it has reached the user's pre-selected temperature.

Quartz Digital Bath is the latest addition to the Quartz Collection. Launched at the beginning of 2008, the product's control is identical to its shower stablemate and can be positioned anywhere within 10m of the processor box – offering design flexibility and a superb solution for inclusive bathroom schemes. Quartz Digital Bath uses an 'overflow' style filler, rather than taps.

A simple accessory kit, comprising of a diverter and bath overflow filler is available for use with Quartz Digital Shower – ideal for over-bath showering and allowing the user to freely switch between shower and bath fill with ease.

- Exposed and concealed variants of Quartz Digital Shower are available.
- Fixed height or height adjustable showerheads are available
- Option of wireless remote control or wired remote dual switch for both Quartz Digital Shower and Quartz Digital Bath

##### *HiQu Digital Shower and Bath – Preview only, collection launches January 2009*

Aqualisa's latest digital shower and bath collection combines cool, contemporary looks with intuitive functionality that makes HiQu one of the most user-friendly digital showers yet.

The timelessly styled control features a simple, circular start/stop button and a red LED that oscillates in a clockwise movement whilst the water is warming up. When it has reached the user's pre-selected temperature, the LED holds steady and changes from red to white. Should a lower temperature be selected, the LED will flash blue and oscillate in an anti-clockwise direction, before again turning to white once the cooler temperature has been reached.

HiQu Bath features a control with similarly easy-to-use, tactile features, but also allows the user to decide whether they have a full, half or shallow bath. Like Quartz Digital Bath, HiQu Digital Bath uses an overflow style filler, negating the need for taps.

- Exposed and concealed variants of HiQu Digital Shower are available

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

# AQUALISA

## PRESS RELEASE

The Sleep Event/4-5 November 2008

### Aqualisa Debuts Digital at The Sleep Event

- Accessory shower packs include additional hand showers, diverters and wall fixed 8" wide 'drencher' style showerheads
- Striking, smooth satin finish on shower hose
- Option of wired remote dual switch

#### *ilux Digital Shower and Bath*

The most sophisticated of Aqualisa's digital product ranges, the ilux collection is a stand-alone brand intended to grace the most discerning of bathroom schemes. Both ilux Digital Shower and Digital Bath have controls with programmable pre-sets, which allow the user to store their own, preferred combinations of water temperature, flow and volume – thus delivering completely customised showering and bathing experiences.

In addition, ilux Digital Shower features an eco-setting, which significantly reduces flow – indicated on the shower's control by a flashing green LED – and a useful 'pause' button, which can be used to save water whilst shaving or shampooing.

ilux Digital Bath has three programmable pre-sets and a unique hot top up button. This allows the user to trickle in a low flow of hot water, which will restore their tub's temperature if they have been soaking for some time. ilux Digital Bath also has a child-lock, which disables the control. Like HiQu Digital Bath, the control can be positioned anywhere within 10m of the processor – enabling both design versatility and inclusivity.

- ilux Digital Shower is available in concealed and exposed variants
- ilux Digital Shower offers the option of an ergonomically shaped, oval shower head or a round showerhead.
- Showering accessory packs include a hand shower, diverter and oversized, 12" rainshower style showerhead
- ilux Digital Bath is available with range of fills – overflow, deck mounted or wall mounted
- Wireless remote control is included with ilux Digital products

### **Also on show at The Sleep Event...**

#### *The Midas Range*

In addition to its digital showers and bath fills, Aqualisa will also be showing a brand new range of exposed thermostatic shower and bath/shower valves. The Midas range has already scored highly with developers and installers for its outstanding performance, coupled with an innovative 'easy-fit'

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

Telephone 01959 560000 Fax 01959 560030 Email [marketing@aqualisa.co.uk](mailto:marketing@aqualisa.co.uk) Web Site [www.aqualisa.co.uk](http://www.aqualisa.co.uk)

# AQUALISA

## PRESS RELEASE

The Sleep Event/4-5 November 2008

### Aqualisa Debuts Digital at The Sleep Event

fixing bracket, which makes installation – especially on a multiple scale – quick and straightforward.

- The Midas range is suitable for high pressure plumbing systems
- Complete shower valve and fixing bracket packages available for Midas 100 variants
- Easy to use 'positive' bath selector on bath/shower mixers – 'lift and twist' action makes switching between bath and shower easy
- Midas 200 showers also offers variants for low pressure plumbing systems
- Midas 200 features a maximum temperature override button as standard; high pressure variants additionally have an 'eco stop flow' button
- All metal body and build
- All Midas showers and bath/shower mixers come complete with a height adjustable showerhead – with three spray patterns
- Range of co-ordinated basin taps

#### *Quartz Electric*

Quartz Electric is an electric shower with power shower characteristics. An impressive performance and high tech features such as Aqualisa's OTP (over temperature protection) system makes Quartz Electric a highly attractive option for bathroom schemes that demand both cost effectiveness and efficiency. The shower mimics the simplicity of digital with a smart, on/off button complete with blue LED and had a straightforward hot/cold control.

- 8.5kW, 9.5kW and 10.kW models available
- Delayed shut-down feature ensures shower switches off gradually, flushing excess hot water – resulting in a safer shower for the next user and protection for the shower's element from limescale
- Comes complete with height adjustable showerhead
- Available in chrome, white/chrome and new graphite/chrome finish
- Winner, Red Dot Design Award 2008

#### **Aqualisa Contact Information**

For further information about Aqualisa –

- Telephone 01959 560010
- Email [enquiries@aqualisa.co.uk](mailto:enquiries@aqualisa.co.uk)
- Web [www.aqualisa.co.uk](http://www.aqualisa.co.uk)

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

# AQUALISA

## PRESS RELEASE

The Sleep Event/4-5November 2008

### **Aqualisa Debuts Digital at The Sleep Event**

#### **Ends**

For further media information about Aqualisa, please contact –

Alexandra Broad Associates Ltd  
Orchard Office  
Upper Farm  
Oulton  
Norfolk  
NR11 6NT

Tel 01263 587077  
Email [aqualisa@alexandrabroad.co.uk](mailto:aqualisa@alexandrabroad.co.uk)  
Web [alexandrabroad.co.uk](http://alexandrabroad.co.uk)

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

Telephone 01959 560000 Fax 01959 560030 Email [marketing@aqualisa.co.uk](mailto:marketing@aqualisa.co.uk) Web Site [www.aqualisa.co.uk](http://www.aqualisa.co.uk)