

# AQUALISA

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21<sup>st</sup> April 2008

## Westerham Company Wins Queen's Award for Enterprise

Local shower designer and manufacturer Aqualisa has been awarded one of the UK's most coveted business awards – a Queen's Award for Enterprise. The award, which has been conferred in the scheme's innovation category, recognises Aqualisa's revolutionary and highly successful digital showering technology. This year, only 11 awards have been conferred upon companies in the South East and Aqualisa is the only bathroom company to have triumphed in the innovation category.

Aqualisa's managing director **Harry Rawlinson** commented,

*"The award is the culmination of over a decade's research and investment, backed by our fervent belief that digital technology is the future of the bathroom. We are so proud that Aqualisa's commitment to innovation has been recognised at such a high level. It is a real triumph for everyone at Aqualisa who has supported our 'digital revolution' over the last 10 years."*

The Queen's Award recognises Aqualisa for its outstanding achievement of creating an entirely new kind of showering technology. Since Quartz Digital was launched in 2001, Aqualisa has established a new benchmark for showering sophistication and intelligence in the bathroom industry; leading the development of the digital showering genre and positioning digital as the hottest product sector in the bathroom market.

Easy to use and just as easy to install, the key benefits of Aqualisa's digital showers include a *simple start/stop push button*, which makes fiddling with unwieldy shower dials and controls a thing of the past, an *illuminated LED display* on the shower's control, which indicates when the water has reached the right temperature – meaning the user knows exactly when to step into their shower – and, for some digital variants, the option of a *wireless remote control*, which allows the user to turn their shower on and off from up to 10m away. In addition, there is complete compatibility with all types of home plumbing systems, the option of concealed or exposed designs and a remarkably *straightforward fitting procedure*, which can take as little as two hours from start to finish.

### Digital for the Consumer

Digital technology transforms the experience of taking a shower. With digital, it is possible to...

- **Achieve the perfect temperature without struggling with stiff, limescale clogged controls**
- **Switch your shower on from outside the bathroom using a wireless remote control or dual switch**

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- **Enjoy a power shower performance thanks to digital's integrated pump**
- **Avoid showering before the water has reached your selected temperature – the illuminated display on the shower's control will indicate when it's time to step in**
- **Allow all the family to shower in safety and with peace of mind – the maximum temperature is pre-set to 45°C**
- **Manage water usage – some of Aqualisa's digital showers also offer optional eco settings**

## Digital for the Installer

Digital technology has also been a revolution for the plumber. It offers...

- **A super speedy installation – a digital shower can be up and running in just 2 hours**
- **The ease of a completely surface-mounted fitting – thanks to Aqualisa's patented 'off the wall' or exposed design**
- **A range of digital showers, all able to cope with every type of home plumbing system from gravity-fed and combi-boiler to high pressure storage systems**

Aqualisa's digital range now numbers five different showers – each developed with the objective of allowing every sector of the market to access the advantages of digital technology. At the top of the range is the exclusive ilux Digital, which offers the user the crème de la crème of digital showering experiences. With four programmable pre-sets, the user is able to combine their own water flow and temperature preferences to create their perfect shower. Meanwhile, Opto Digital, launched last year and marketed specifically to installers, won CORGI's 2007 'Product of the Year Award', whilst Visage Digital and Axis Digital have also proved highly successful. And, proving that digital technology has scope beyond showering is Quartz Digital Bath, a digital bath fill that was launched this Spring.

Commenting on why Aqualisa's digital showering technology has been so successful, **Harry Rawlinson** says,

*"The secret of digital's success is its simplicity. We live in an age when everyone is entitled to a decent shower. With models for less than £300.00 and a host of water and installation cost saving features, Digital is now the shower for everyone. Every bathroom, whatever its budget can benefit from the technology. And, as Aqualisa continues to refine and improve digital design, our vision that one day, all bathrooms will be digital, comes closer every year."*

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### More about Digital

Following several years of development, Aqualisa launched its first digital shower, Quartz Digital in 2001. Already regarded as an innovator by the bathroom and plumbing industry – Aqualisa's original success was built upon a bi-metallic, thermostatic shower valve – Digital was built on the same philosophy of finding a way to make showers more accessible, practical and affordable to both the consumer and the plumber.

An entirely new concept in showering technology, the Aqualisa digital shower is controlled by a compact processor box that is smaller than a shoebox. Unlike a conventional shower valve, which must be situated within the showering enclosure, the digital shower's processor is located away from the shower's control – for example – underneath the bath, in an airing cupboard or in the loft. This makes installation and maintenance, simplicity in itself.

Hot and cold water flows into the processor, which then blends the water with electronic precision to the user's pre-selected temperature. Once mixed, it flows out of the processor and into the shower head. A data cable connects the shower's control to the processor box.

The shower's riser rail doubles as an inlet pipe for the showerhead as well as carrying the data cable for the electronic communications between the shower's control and its processor box. This clever configuration has contributed to the success of Aqualisa's digital showers – saving hours of installation time and helping to greatly minimise the damage caused to bathroom walls and décor that is associated with a conventional shower installation.

### More about Aqualisa

Aqualisa is one of the UK's most successful shower manufacturers. Founded in Kent over 30 years ago, the company has always been at the forefront of groundbreaking, original showering. Aqualisa first made the headlines in 1977 with its innovative bi-metallic shower valve. Aqualisa is a British owned company, has a turnover of £40m and is based in Westerham, Kent, where it employs nearly 300 local people.

### The Queen's Awards for Enterprise

The Queen's Awards for businesses honour outstanding UK companies. The Awards are made in three separate categories: International Trade, Innovation, and Sustainable Development. Awards in the Innovation category recognise a broad spectrum of outstanding achievement.

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Aqualisa's award-winning contemporaries include companies whose products and services include the composing, recording and digitising of 15,000 music tracks and 50,000 sound effects for the television industry, facilities launched to aid customers arranging car sharing, the creation of a revolutionary horse feed made from sugar beet and the development of a system for securing wheelchairs in coaches.

The Queen and The Duke of Edinburgh continue to take a close interest in these Awards, and will once again be giving an evening Reception at Buckingham Palace for representatives of each organisation winning The Queen's Award for Enterprise (for businesses).

Prime Minister **Gordon Brown** said,

*"Queen's Award winning companies are standard-bearers for the very best of British business. These firms embody the spirit of enterprise and innovation that is so vital to the future of Britain's economy. Whether large or small, every one of this year's winning organisations has achieved outstanding success in its field. I congratulate them all on their diverse and remarkable achievements."*

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