

## Press Release

FOR IMMEDIATE RELEASE

### **AXENT is the source of bathroom inspiration**

What will the bathroom of the future look like? It will be smarter. It will include appliances that reduce water usage and save time. It will be space saving and eco minded, with multimedia functions. It will feature a mix of both high tech and economical design. But above all, it will not look like the bathroom of the past. Welcome to AXENT.

### **The world of AXENT**

Established in 2008, the AXENT Group is a leading manufacturer of sanitary technology and a global supplier of shower toilets. To strengthen customer relations and extend its global reach, AXENT opened an office in the US and developed a European base in Switzerland.

AXENT's product portfolio includes leading-edge shower toilets, high-quality sanitary ware, bathroom furniture and bathtubs as well as innovative performance technology for bathroom products. The company's key to success is a combination of industry knowledge, in-house expertise and continuous research into new technologies. With 300 engineers in its research and development centre, alongside 1500 employees, the AXENT Group is well positioned to achieve its vision to become the world's most innovative and reliable provider of sanitary technology.

### **Stunning design any way you look at it.**

True icons never set out to be iconic. They just are. Our award-winning products are designed to bring style to your bathroom. We believe, good design goes beyond its appearance. Design needs to perform, convert, astonish, and fulfil its purpose. It can be innovative or it might just get the job done. We believe in the principle of delivering simplicity out of complexity. Perfection is not when there is nothing more to add, but when there is nothing more to take away.

Our designers Matteo Thun and Antonio Rodriguez are an extraordinary team with over thirty years of experience in architecture, interior and product design. Their creative approach to product design is characterized by simplified forms and the use of warm and natural materials. At the root of each project is an in-depth study of materials, technologies, the market and the client with a view to combining a minimal aesthetic with direct functionality.

## **Technology is more than meets the eye.**

The AXENT Group is wholly committed to creating a future where beautifully crafted products bring an unimagined level of quality to our lives. With 300 engineers in its research and development centre, alongside 1200 employees, the AXENT Group is well positioned to achieve its vision to become the world's most innovative and reliable provider of sanitary technology.

## **Nothing is as hygienic as cleaning with water.**

Water transforms us. It gives us a sense of vitality and vigour. It has the power to heal, restore and rejuvenate. We shower in the morning, bath at night and wash our hands in between. Feeling clean is a part of our lives and is almost as natural as breathing itself. It is therefore important that we all use water wisely.

As the world's need for energy grows, so does the need for energy efficiency. AXENT products use water sensibly and efficiently. For instance, we invented I-FLUSH, a water energy storage flushing system, making the toilet independent of heavy tanks. The birth of this patented technology has resulted in a new era of tankless toilets and helped reduce the amount of water around the world and lessen the likelihood of future water shortages.

## **Developed in the tradition of finest Swiss craftsmanship.**

Great design is more than the sum of its parts. AXENT lives this philosophy by paying close attention to every aspect of its products, from design and materials, through to function and finishes. Beautiful detailing is used to create a practical, yet aesthetically pleasing and comfortable whole. The result is a remarkable achievement every time.

## **Quality accepts no compromises.**

Our testing knows no limits: Load testing, endurance testing, stress testing, performance testing and fatigue testing are all part of the on-going quality control process that every new product must undergo before it is introduced.

## **For further questions and pictures please contact:**

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