

ARMITAGE SHANKS INTRODUCES SANDRINGHAM 21 – THE GREAT BRITISH SUITE

Sanitaryware and brassware made in Britain for Britain and loved by millions

Armitage Shanks, Britain's best-known bathroom brand, has launched the new and improved Sandringham 21.

Sandringham 21 will replace Armitage Shanks's already hugely popular Sandringham range. With over 10 million pieces of Sandringham sanitaryware sold alone in the last 10 years, it's Britain and Ireland's best-selling bathroom range. The Sandringham 21 range is targeted at both domestic and commercial sectors, building on proven performance and reputation, while offering more modern designs with improved functionality at a competitive price.



Nearly 200 years of British manufacturing experience and expertise at Armitage Shanks come together to round out this new suite of products. The next generation Sandringham 21 range offers water-saving designs and a wide variety of co-ordinating products with the ability to fit into any surroundings. With over 100 items in the range there is a solution for all requirements. The range is synonymous with quality and reliability and comes with both UK and Irish-based support that customers would expect from a company that has been providing quality bathrooms since 1817.

Paul Frankish, Marketing Director, Ideal Standard International says, "At Armitage Shanks we recognise that balancing price, performance and durability are as fundamental as design is to architects and installers. We have worked with leading European designers to blend style with innovative technology, leading edge manufacturing techniques and engineering excellence to produce a range of sanitaryware and brassware of the highest standards."

With this in mind, the new Sandringham 21 sanitaryware includes a range of top-quality basins, WCs and baths, as well as a full brassware range, including:

Sandringham 21 Basins

The new wash and handrinse basins range comes in a variety of shapes and sizes including 55 and 50 centimetre washbasins, 45 and 35 centimetre handrinse basins and a 48

centimetre corner basin. It also includes countertop and semi-countertop washbasins in 50 centimetre sizes.

Sandringham 21 WCs

Its wide range of WCs include close-coupled WCs with valve, lever, and low flush option tanks; low-level WCs with valve and lever option tanks; BTW WC pans and wall-hung WC pans; as well as urinals.

Sandringham 21 Baths

The new Sandringham 21 offers both acrylic and steel baths – available in a variety of sizes, with or without grips and tread pattern in the acrylic options, anti slip within the steel bath ranges. They are available in sizes 150cm x 70cm, 160 x 70cm and 170cm x 70cm. All acrylic bath options are pre-drilled with two tap holes. Some of the steel options offer both pre drilled and no tap hole options.

Sandringham 21 Brassware

Sandringham 21's new comprehensive brassware range includes fittings that offer flow rates to meet BS EN 200, unlike most other commodity tap ranges. These are available in a variety of designs including pillar taps; basin mixers with or without pop-up waste or a weighted chain; bath fillers; bath shower mixers; and kitchen sink mixers and high neck pillars. All brasswares fittings come with easy to use handles in three separate designs: 5 facet chrome, crosshead, and lever.

The European manufacturing standards ensure that Sandringham 21 fittings are the highest quality at competitive prices, offering exceedingly high value for money. Sandringham 21 flow rates and minimum operating pressures are quoted in Armitage Shanks' Brassware book. Minimum operating pressure is 0.1 bar for all fittings.

Sandringham 21 Takeaway Packs

New over-the-counter takeaway packs are also now available as full bathroom, toilet, or basin to-go packs as well as an Eco pack within the Sandringham 21 range, offering both consumers and commercial users pure convenience at affordable prices. These new packs offer a 'fit and forget' solution that makes it extremely easy to choose products. They also come with an eco option to suit all requirements as well as that complete quality assurance which has become synonymous with the Armitage Shanks brand. An attractive support package will be offered to trade customers.

The Sandringham 21 sanitaryware range is manufactured at the Armitage Shanks' factory in Staffordshire, while the baths are manufactured at its Hull site. Producing products locally allows Armitage Shanks full control over the manufacturing process and quality assurance. It is nationally available and fulfils all UK installation and water legislation requirements.

Armitage Shanks provide a guaranteed UK after sales support, a lifetime guarantee on sanitaryware, 25-year guarantee on acrylic baths and 5-year guarantee on brassware. Customers can order spares easily and quickly online through Fastpart with next day

delivery. In Sandringham 21, Armitage Shanks has designed the complete range of products, making it easy to specify for any application.

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Notes to Editor

About Ideal Standard

Ideal Standard offers total bathroom solutions. As a leading brand of innovative and design-driven bathroom solutions, Ideal Standard aims to create products marrying functional and technical knowledge with a deep understanding of the intimate and personal role the bathroom plays in everyone's lives. Ideal Standard is the flagship brand of Ideal Standard International.

About Ideal Standard International

Ideal Standard International is a privately-owned company headquartered in Brussels, Belgium, operating independently in Europe, Middle East and Africa as well as in Latin America. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. The company employs some 11,000 people and operates in over 20 countries.

About the Bath Room

Ideal Standard's elite resource centre and design facility, the Bath Room, opened in 2010 and is located in the heart of London's Clerkenwell. The Bath Room showcases over 300 of Ideal Standard's latest products and innovations as well as providing inspiration, information and space to research.