

# AQUALISA

## PRESS RELEASE

October 2007

### Aqualisa Launches New Visage Digital Shower

Easy to use? Tick. Easy to install? Tick. Easy on the eye? Most definitely...

Visage Digital, the latest intelligent shower to be launched by digital showering pioneers, Aqualisa, certainly has all its digital credentials firmly in place. Delivering a great, thermostatically controlled shower with spot-on temperatures and perfect performance, Visage Digital is the shower your bathroom has been waiting for. And even better is Visage Digital's pocket-friendly price tag that makes the convenience and benefits of digital showering available to virtually all.



Powered and controlled by Aqualisa's clever, compact digital processor box, Visage Digital will deliver an impressive flow of water, whatever the type of plumbing system.

What's not to like? Certainly not Visage Digital's slim, understated looks, that's for sure. The size of a pocket diary and just a little deeper, Visage Digital sits unobtrusively on the bathroom wall. And as for chilly showers – forget them – they're history. A small, oval LED on Visage

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Digital's control flashes green whilst the water is warming up and then turns to steady once the water has reached the user's selected temperature. Meanwhile, a simple push button start/stop makes for the easiest showering imaginable, whilst an easy glide temperature control allows the user to decide how they want to shower. There's peace of mind, too – all Visage Digital showers are supplied factory set with a maximum temperature of 45°C.

And if you're keeping an eye on water consumption, well – Visage Digital scores there, too. Featuring an innovative eco setting, which is selected by the installer when the shower is being fitted, water flow can be reduced down to as little as 8 litres per minute. That's up to 10 water-wasting litres less than your average power shower might use. However, whilst flow might be less, Visage Digital's multimode showerhead means that showering performance remains relatively undiminished – with clear flow, anti-scale nozzles, it's very difficult to see or feel the difference.

Visage Digital also boasts an easy, no-fuss installation. Thanks to the shower's processor box being sited away from the showering area (for example, in the loft, under the bath or in an airing cupboard), there's none of the damage to tiles, plaster or walls that can be caused when installing a conventional shower valve. A simple data cable connects Visage Digital's control to the processor and, depending upon the Visage Digital variant chosen, a new shower can be up and running in as little as two hours.

Priced to appeal to most pockets, Visage Digital is an affordable showering solution for bathroom installations on a budget. Plus, the version suitable for gravity plumbing systems comes complete with an integrated pump, so can work out cheaper than many popular thermostatic showers.

Now that's really intelligent!

#### **Visage Digital at a glance**

- One touch digital shower that delivers perfect temperatures, whatever the water system
- Illuminated display on control indicates when water has reached the user's selected temperature
- Unique eco setting; selected during installation, the eco setting reduces flow to as little as 8 litres per minute
- Available with a height adjustable or fixed shower head; shower heads are multimode and feature three spray patterns
- Available as an exposed or concealed design
- Supplied in a chrome and satin chrome finish
- Easy to install – exposed Visage Digital showers can be up and running in as little as two hours; 2 year comprehensive parts and labour guarantee
- Affordable; RRP from £385.00 inc VAT
- For stockist information, telephone Aqualisa on 01959 560010 or visit [www.aqualisa.co.uk](http://www.aqualisa.co.uk)

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#### **Digital showering – your questions answered**

Since its launch in 2001, digital technology has revolutionised showering. As easy to use as they are to install, digital showers such as Visage Digital have proved to be a runaway hit with consumers and installers alike. So, what are the most frequently asked questions?

#### *Exactly how do digital showers work?*

Unlike conventional showers with a valve that must be fitted onto or within the bathroom wall, a digital shower such as Aqualisa's Visage Digital is controlled by a remotely sited processor box. Smaller than a shoebox, the processor is sited away from the showering area – for example, in an airing cupboard or the loft. Hot and cold supplies are thermostatically mixed by the processor before being fed to the showerhead. A simple, low voltage data cable connects the processor to the shower.

#### *What are the main benefits of the processor box being situated away from the showering area?*

The main benefit of the processor box being sited outside of the showering area is installation related. Because there is no valve or pipework to conceal within the wall, digital showers can be fitted quickly (in as little as two hours), with minimum fuss and very little damage to bathroom walls, décor or tiling. In addition, because only the slimline shower control and showerhead is left within the showering area, a digital shower is an excellent choice for smaller or more compact bathrooms such as cloakrooms or en suites.

#### *What about user-benefits?*

Digital showers are extremely simple and easy to use. Visage Digital has a one-touch control and like all of Aqualisa's digital showers, features an LED on its control. This illuminated display flashes whilst the water is warming up and then turns to steady when the water has reached the user's selected temperature. Thus making chilly showers or waiting for hot and cold flows of water to 'balance' a thing of the past!

Another digital shower advantage is the option of wireless remote control. Although only currently available on Aqualisa's Quartz, Axis and ilux Digital showers, wireless remote control can be used to switch the shower on and off from up to 10m away.

#### *What is the difference between exposed and concealed styles?*

Concealed showers are of a more minimalist design. They are ideal for newbuilds or complete bathroom refurbishments as they rely upon the data cable that connects the shower's control to its processor box being hidden. Exposed digital showers have controls that are integrated into the shower's riser rail. The riser rail, complete with showerhead, hose and control is mounted onto the bathroom wall – usually a quick fix that results in no damage to tiles or décor. Exposed variants are a great choice for bathroom makeover or shower upgrade projects.



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*Are digital showers compatible with all types of plumbing systems?*

Yes, Aqualisa's digital showers can be used with any type of domestic plumbing system. Two kinds of processor box are available – pumped, which is for use with a gravity fed system – or standard, which is for use with either a combi or mains fed system. There is no need to buy an additional pump for a digital shower that has a pumped processor.

### **Ends**

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