

# AQUALISA

## PRESS RELEASE

February 2006

Think over the bath shower and it's all too easy to think electric white box or ugly bath mixer taps with a hose attached. However, Aqualisa's exposed Quartz and Axis Digital showers were designed to provide a stylish, practical solution for over bath showering requirements.

And, thanks to a unique configuration, which uses an advanced, remotely situated processor to blend water, Quartz and Axis Digital showers can be installed quickly and easily over the bath without the need for concealed pipework – in turn making retrofits a doddle and meaning that damage to tiling or walls just doesn't happen.

Quartz and Axis controls are simply fitted to slimline risers, which access the ceiling – and pipework – immediately above the bath. No need for excavation of the bathroom wall and even better, no compromise on shower head quality, either. All exposed Quartz and Axis Digital showers come complete with a versatile, height adjustable shower head.

Recently revamped and the recipient of subtle design enhancement, Quartz Digital now features a blue LED on its push-button control that flashes whilst water is warming up, turning to steady once the preferred temperature has been reached.

Meanwhile, a sleek new laser etched Aqualisa logo and contrasting matt finish brings Quartz bang up to date, proving that over the bath showers needn't be a design-free zone.

Quartz Digital is also compatible with Aqualisa's brand new wireless, batteryless remote switch. Powered by electro-magnetic technology, the switch can activate the shower from over 10 metres away. So if you think that stepping into an enclosure before your shower is ready is bad enough, spare a thought for those who have to stand in the bath – something that becomes a thing of the past with Quartz Digital and its new remote, wireless switch.

Aqualisa's Marketing Manager Jan Shepherd says,

*"There's still a large number of homes that require an over the bath showering solution. And, whilst it's easy to assume that wet rooms, giant bath tubs and oversized enclosures dominate the British bathroom, you can't get away from the fact that there's still a strong demand for showers that are designed to be installed over a bath.*

*"Of course we all dream of an Elle Deco bathroom – but in reality – we're usually a little more limited. What has changed is our perception of the shower as being a must-have home item.*

*"Unlike a decade ago, when a shower was still considered a bit of a luxury, it's now a bathroom standard. Add to the equation that many people still like a long, luxurious soak in a tub when time permits, then consider that a bathroom capable of accommodating both with space left over for people is somewhat of a rarity and it's really no surprise that consumers are still searching for over the bath showering solutions.*

Con't...

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*"In fact, the need for over bath showering was one of the key drivers when Aqualisa was developing its Digital showering system four years ago. Then, there was very little choice in terms of both showers, their associated fittings and design certainly didn't come into it. Now, you only have to look at the wide range of baths that integrate state of the art glass shower screens – some moulded or curved – to realise that over bath showers are big business.*

*"Just because a shower is installed over a bath doesn't mean it has to compromise on styling or features. Core to the success of an over bath shower is use of space – minimalist controls, a small yet powerful shower head, ideally height adjustable for maximum versatility is key. Showering technology has made giant steps on the last five years, but again, why should this be confined to showers in enclosures?*

*"Identifying the demand for an over bath shower that ticked both practical and design boxes has undoubtedly been a major contributory factor to the success of Aqualisa's Digital showers. They have enabled households that simply thought a shower was out of reach – whether for expense or practical reasons – to enjoy the convenience of a shower, along with all its benefits such as savings on water usage.*

*"Most recently, Aqualisa has introduced its new generation remote on/off switch. Compatible with all of Aqualisa's Digital showers, it is completely wireless, battery-free and is a real plus for over bath showers – getting in and out of a bath just to check on a shower is awkward, especially for the less able – so the switch will deliver an additional advantage for over bath installations."*

- For further information about Aqualisa's exposed, over bath Digital showers, telephone 01959 560020 or visit [www.aqualisa.co.uk](http://www.aqualisa.co.uk)

### Ends

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