

IDEAL STANDARD

NEW COLLECTION



CERAMIC PRODUCTS





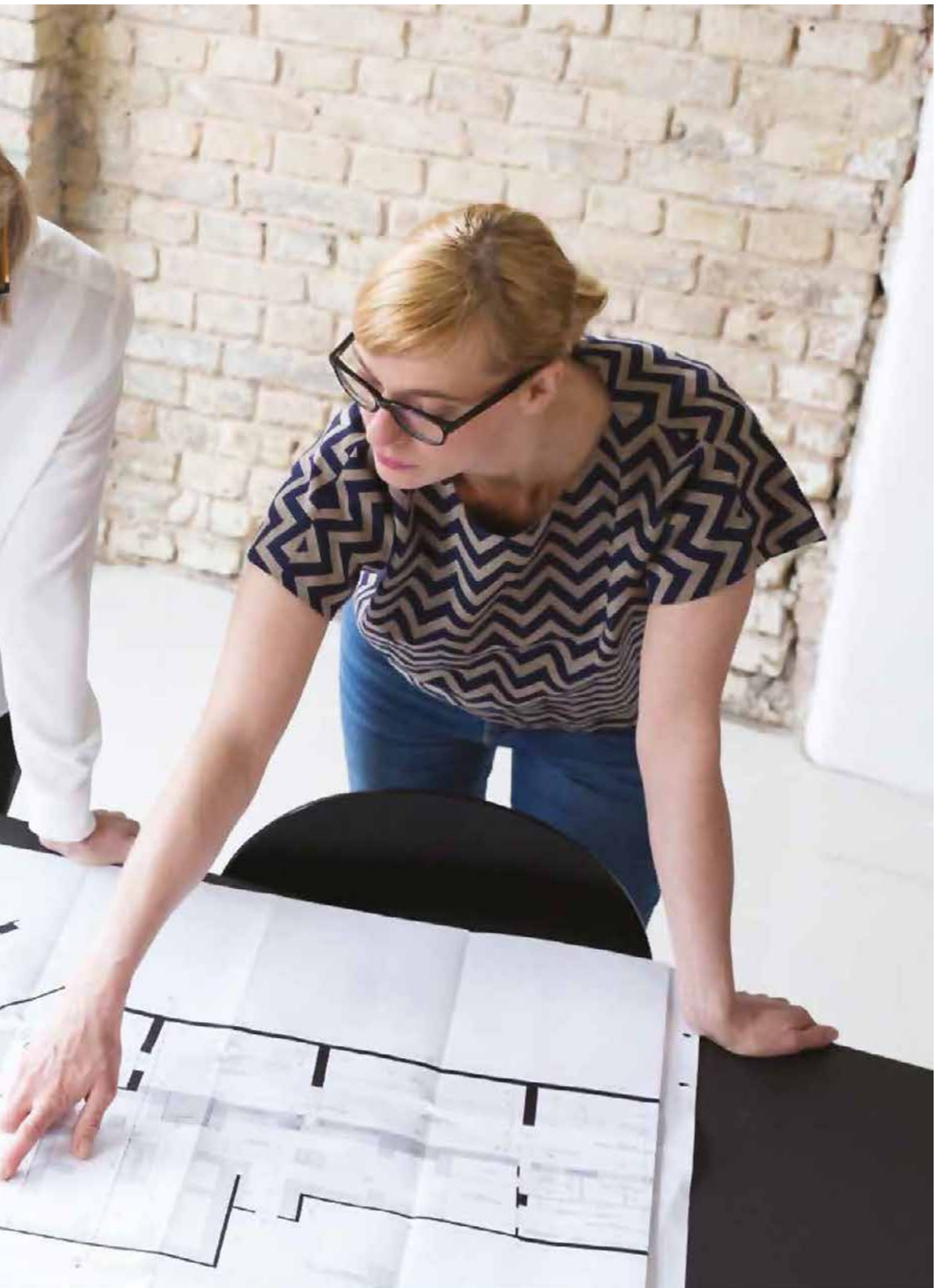
CERAMIC PRODUCTS

New Collection

At Ideal Standard, functionality & durability are key ingredients to each of our products; we add value through performance. The balance between design, quality, safety, reliability, ease of maintenance & installation, is crucial in order to guarantee total customer satisfaction. It's about connecting technology and real world needs, without compromising experience or performance.

For 35 years in the Egyptian market, our wide range of minimal and timeless products was able to earn our customers' trust and become part of every Egyptian household. Throughout this period, we also have been at the forefront of environmentally friendly innovation. At Ideal Standard we are committed to developing innovative solutions that make smarter use of precious resources. We believe - and we have proven - that it's possible to create solutions that are both water efficient and meet the different needs of our customers.





CERAMIC

PRODUCTS

AQUABLADE	6
TONIC II	10
CONNECT AIR	22
TESI	32







AquaBlade™
TECHNOLOGY



THE NEW STANDARD OF FLUSH PERFORMANCE

At Ideal Standard we're continually striving to bring the most beautiful, innovative solutions to our customers, leading the way and setting new standards in bathroom design.

Now, following several years in development, we're proud to introduce new Ideal Standard AquaBlade™ Technology - the most significant development since the invention of the flush toilet. We're confident that this unique, patented technology will set new standards in design, hygiene and performance.

DEA TOILET AND OUR NEW TONIC II TOILET
ARE FEATURING AQUABLADE™ TECHNOLOGY

THE ULTIMATE COMBINATION



DESIGNED TO LOOK BEAUTIFUL

With simple clean lines and contemporary styling, AquaBlade™ Technology has been designed with aesthetics as well as performance in mind. There is no unsightly rim so only the smooth curves of the bowl are visible.

BETTER LOOKING...

In research, 8 out of 10 consumers* of consumers preferred the look of the AquaBlade™ Technology bowl to a standard box rim and rimless toilets.

* based on research in UK and Italy

EXCEPTIONAL FLUSH PERFORMANCE

AquaBlade™ Technology gives a superior flush performance every time.

With no overhanging rim, the water flows from the very top of the bowl rinsing %100 of the area beneath.

The integral channel creates a pressurised cascade of water which flows round the bowl creating two strong jets at the front. These merge to form a powerful plume of water that drives away solid matter effortlessly.



AQUABLADE™
FLUSH TECHNOLOGY
IS THE BATHROOM
EQUIVALENT OF
THE INVENTION OF
THE JET ENGINE

OF STYLE AND PERFORMANCE

UNRIVALLED HYGIENE

AquaBlade™ Technology outperforms all existing toilets in terms of hygiene.

Traditional toilets leave a significant area of the bowl unwashed particularly at the back of the bowl. The AquaBlade™ channel is positioned close to the top of the bowl so %100 of the surface area beneath is rinsed clean every time.

AquaBlade™ Technology is also more hygienic than leading rimless toilets. These may harbour bacteria around the shelf plus water can often splash over the bowl during flushing causing bacteria particles to be released into the air.

With AquaBlade™ Technology, the optimised water pressure and the smooth curves of the bowl flush bacteria clean away with no unhygienic splashing.



With traditional box rimmed toilets, approximately %20 of the bowl is unwashed.



Aquablade™ Technology ensures %100 of the surface area below the channel is rinsed clean.



EASIER TO CLEAN

AquaBlade™ Technology powerfully rinses the whole bowl clean with every flush and its gentle curved shape makes it easy to wipe with minimum effort.



THE STORY BEHIND THE TECHNOLOGY

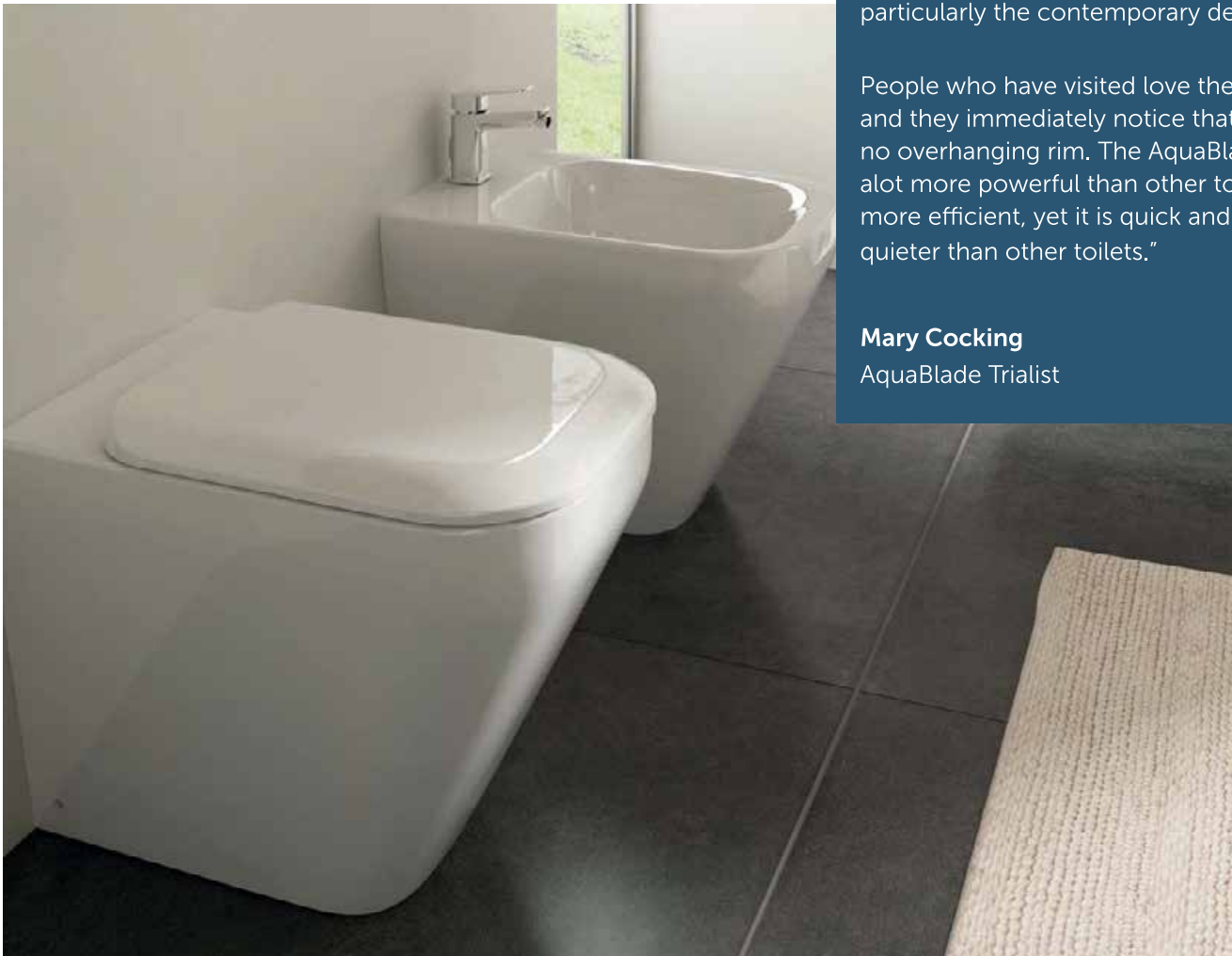
Design is at the heart of everything we do. This means our products are at the foremost edge of design thinkers for both functionality and style.

"Our objective was to create a sleek, modern design that outperforms existing toilets on the market. We designed the bowl without the traditional overhanging rim to give a contemporary look and feel. This also reduces unhygienic areas which can harbour bacteria. In terms of the flush performance, we engineered the design to allow the water to wash from the very top of the bowl so that cleaning is optimised. The internal channel reduces turbulence to create an highly efficient, quieter flush with less splashing."



Mike Heaton

Product Development Manager
Ceramics, EMEA



"I really love the simplicity of my new toilet with AquaBlade™ Technology particularly the contemporary design.

People who have visited love the toilet and they immediately notice that there is no overhanging rim. The AquaBlade™ is a lot more powerful than other toilets and more efficient, yet it is quick and much quieter than other toilets."

Mary Cocking

AquaBlade Trialist

TONIC II

LIMITLESS CONVENIENCE

Tonic II encompasses a range of striking taps and mixers and thermostats to work across basins, bidets, showers and baths allowing you to add the perfect finishing touch to your bathroom. Packed with innovative technology, our brassware features water-saving capabilities through adjustable aerators restricting water to 5L per minute. Hot water limiters also ensure quick and easy control of maximum water temperature for ultimate safety. Each is exceptionally easy to install, making this range of brassware the perfect addition to your contemporary bathroom.

The subtle beauty and pure design of the Tonic II range was created by design agency ARTEFAKT who's owners, Achim Pohl and Tomas Fiegl, are passionate about crafting bathroom solutions that work for all requirements. The versatility of the range is showcased through various options for large, small and guest bathrooms. Choose from a range of beautiful ceramic which can seamlessly work with furniture pieces creating a clean aesthetic partnered with innovative technology. The sleek and modern, yet classic style of our taps and mixers, achieves the timeless quality we continue offer.



Design By: Artefakt



LIMITLESS CONVENIENCE

CREATE A STYLISH AND LUXURIOUS SPACE WITH TONIC II'S MODERN AND ELEGANT LINES

PURE CLARITY

At Ideal Standard, we believe a bathroom serves more of a purpose than quality design alone. Paired with innovation and functionality, a bathroom becomes a complete solution that meets the demands of today's upbeat lifestyle; it's a haven, a space for transformation. With a soothing color palette, Tonic II blends harmoniously in surroundings of various natures.



Close Coupled Bowl back to wall with Aquablade system and with Seat & Cover

مرحاض صرف P/S بنظام الأكوابليد الجديد بدون دوش
يشمل سيديلي



Back to wall bidet
بيديه بدون دوش





Wall Hung Bowl with Aquablade system and with
Seat & Cover
مرحاض معلق بتغذية خلفية صرف P/S بنظام الأكوابلد الجديد بدون دوش



Wall Hung Bidet without douche
بيديه معلق بدون دوش



TONIC II

Vanity bassin 100 X 50
حوض كونترتوب 100 X 50

Furniture Unit with 1 drawer for basin with size 100 cm
وحدة موبيليا 100 سم تشمل على درج واحد



Vanity bassin 80 X 50
حوض كونترتوب 80 X 50

Furniture Unit with 1 drawer for basin with size 80cm
وحدة موبيليا 80 سم وتشمل على درج واحد



Vessel bassin 55 X 40
حوض كونترتوب 55 X 40 سم

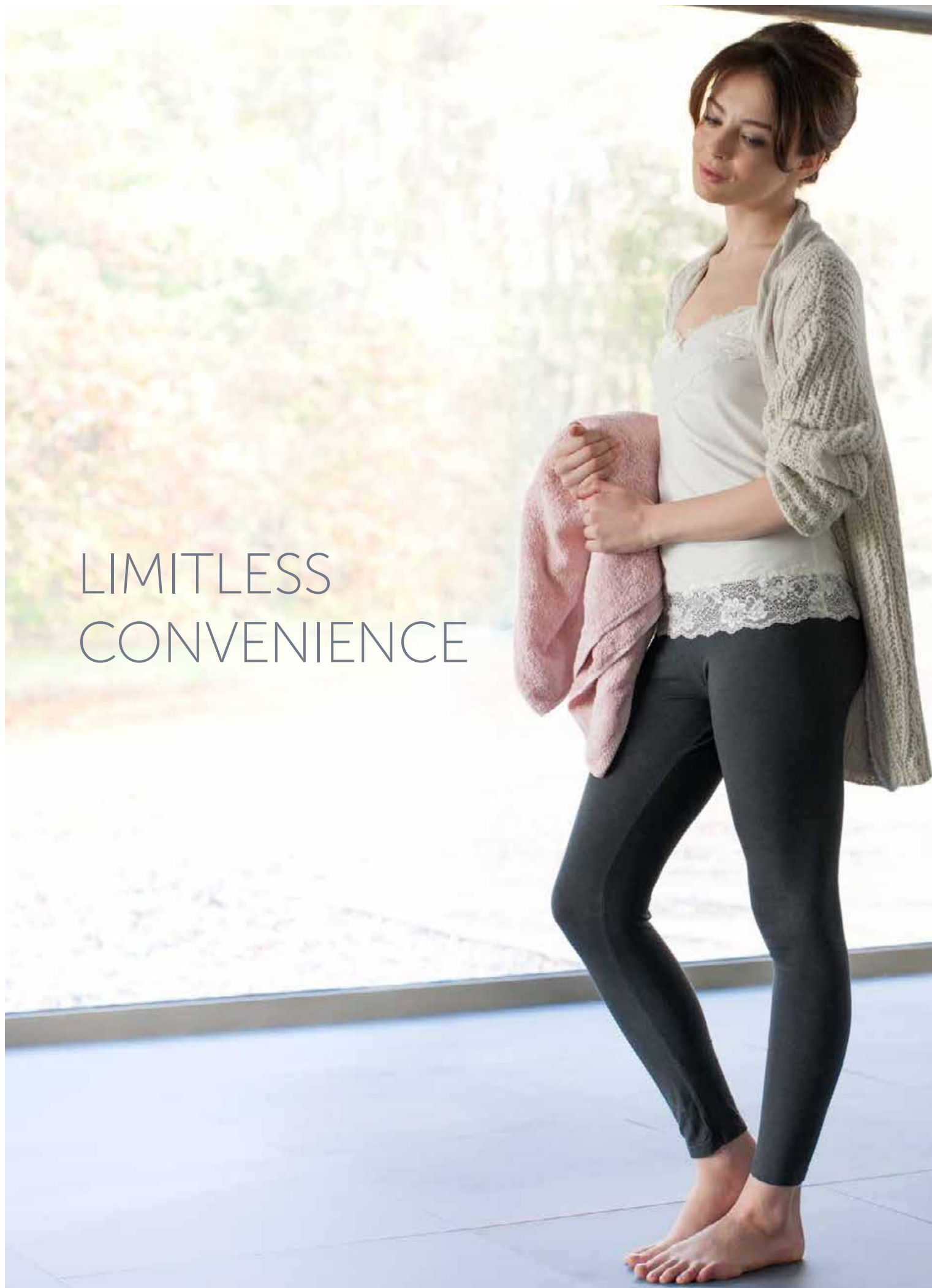




Vertical Furniture Unit width 35 cm
وحدة موبيليا ٣٥ سم



LIMITLESS
CONVENIENCE





TONIC II



K316901

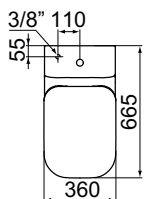
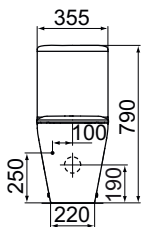
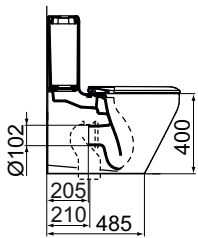
Close Coupled Bowl back to wall with Aquablade system and with Seat & Cover

مرحاض صرف P/S بنظام الأكوابلد الجديد بدون دوش يشتمل سيديلي

K404901

Tank & Trim 4.5/3L

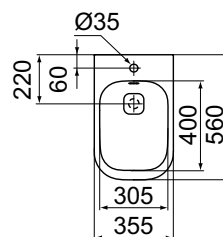
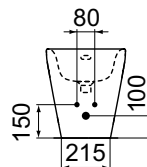
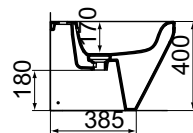
خزان بالعدة زر مزدوج لتوفير المياه



K523801

Back to wall bidet

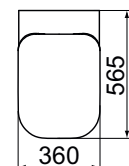
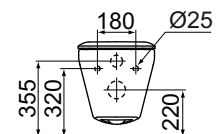
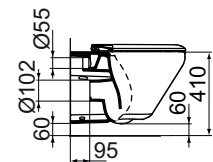
بيديه بدون دوش



K316701

Wall Hung Bowl with Aquablade system and with Seat & Cover

مرحاض معلق بتغذية خلفية صرف P/S بنظام الأكوابلد الجديد بدون دوش

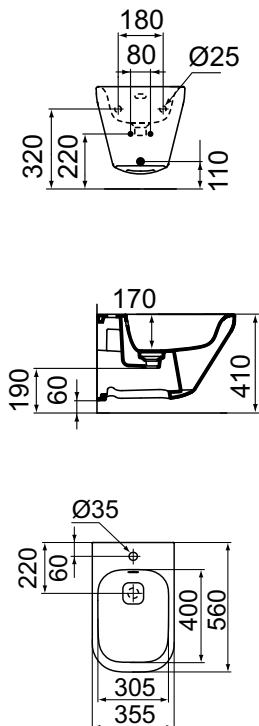


TONIC II



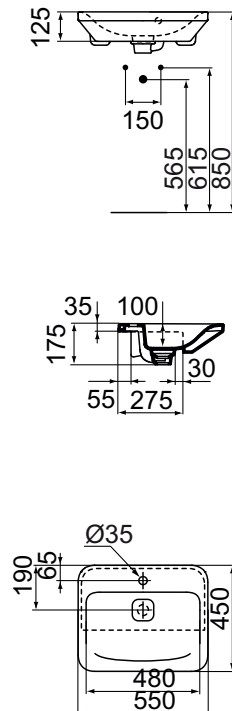
K523601

Wall Hung Bidet without douche
بیدیه معلق بدون دوش



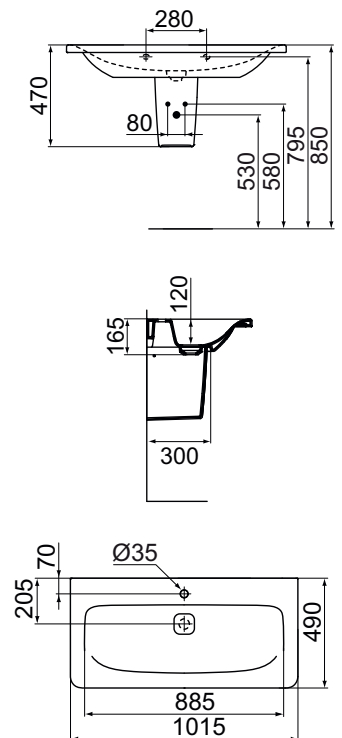
K083401

Vessel bassin 55 X 40
حوض کونترتوب ۴۰ x ۵۵ سم



K086201

Vanity bassin 100 X 50
حوض کونترتوب ۱۰۰ x ۵۰ سم



TONIC II



K083901

Vanity bassin 80 X 50
حوض كونترتوب ٨٠ x ٥٠



R4304FC

Furniture Unit with 1 drawer for basin
with size 100 cm
وحدة موبيليا ١٠٠ سم وتشمل على درج واحد

R4360AA

Tonic/TUR 100 cm Handle Chrome
مقبض كروم عرض ١٠٠ سم

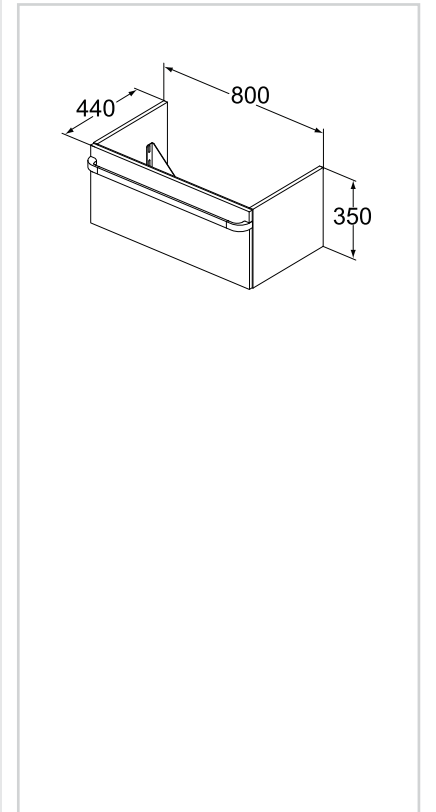
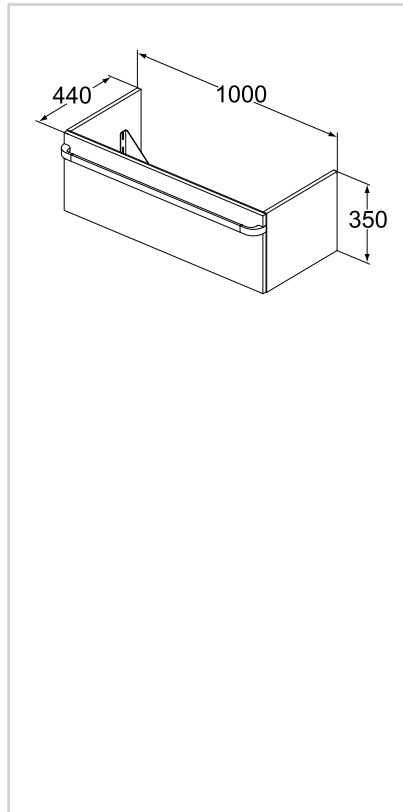
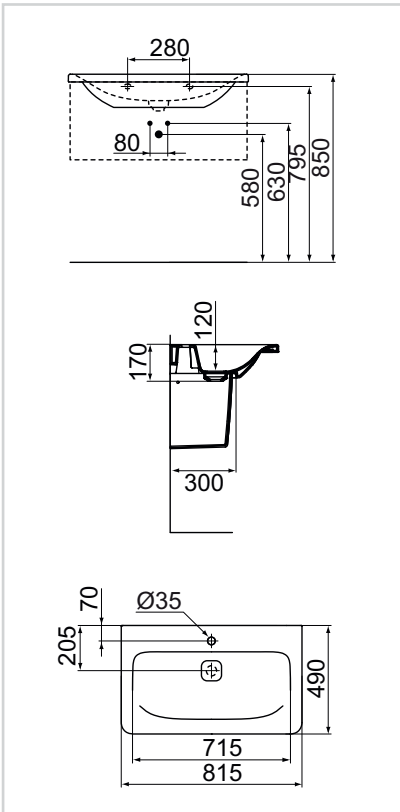


R4303FC

Furniture Unit with 1 drawer for basin
with size 80 cm
وحدة موبيليا ٨٠ سم وتشمل على درج واحد

R4359AA

Tonic/TUR 80 cm Handle Chrome
مقبض كروم عرض ٨٠ سم



TONIC II

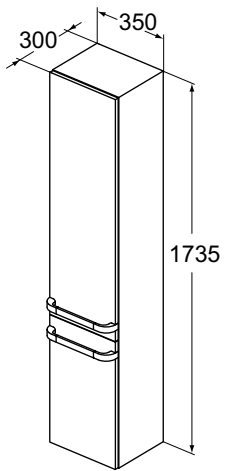


R4315FC

Vertical Furniture Unit width 35 cm
وحدة موبيليا ٣٥ سم

R4355AA

Tonic/TUR 35 cm Handle Chrome
مقبض كروم عرض ٣٥ سم



CONNECT AIR

LASTING FRESHNESS

Ideal Standard's new collection is classy, stylish, and efficient. Its thin rims and curved-lines bring an air of freshness to any setting; while the exclusive AquaBlade™ flushing technology, and the wide range of bathroom solutions provide for a highly relaxing and enjoyable space. It's the perfect solution for those who appreciate beauty, comfort, and personal style.



Design By: Robin Levien



LASTING FRESHNESS





ELEGANCE IN THE HOME

CONNECT AIR is the latest chapter in our proud history of trend-setting innovation and water expertise. The fittings are extremely slim – they start at just 37mm diameter – which brings a new freshness and lightness to their design. As with all Ideal Standard products, the emphasis is on the marriage of form and function. This makes them the perfect choice for residential developments.

Close Coupled Bowl back to wall with Aquablade system
and with Seat & Cover
مرحاض صرف P/S بنظام الأكوابليد الجديد بدون دوش



Back to wall bidet without douche
بيديه بدون دوش



Wall hung bidet
بيديه معلق على الحائط



Wall Hung Bowl with Aquablade system and with
Seat & Cover
مرحاض معلق بتغذية خلفية صرف P/S بنظام الأكوابليد الجديد بدون دوش

CONNECT AIR



PURE CLARITY



Vessel bassin 40cm
حوض كونترتوب ٤٠ سم

Vessel bassin 60cm
حوض كونترتوب ٦٠ سم



Basin 70cm
حوض ٧٠ سم يثبت على عامود معلق

Semi pedestal for Basin 70 cm
عامود معلق لحوض ٧٠ سم



Vanity bassin 60 X 40 cm
حوض كونترتوب ٦٠ X ٤٠ سم

White Furniture Unit with 2 drawer for basin with size 64cm
وحدة موبيليا بيضاء ٦٤ سم وتشمل على ٢ درج

Vanity bassin 100 X 40 cm
حوض كونترتوب ١٠٠ X ٤٠ سم

White Furniture Unit with 2 drawer for basin with size 104cm
وحدة موبيليا بيضاء ١٠٤ سم وتشمل على ٢ درج



Vertical Furniture Unit width 35 cm
وحدة موبيليا ٣٥ سم رأسية



CONNECT AIR



E014201

Close Coupled Bowl back to wall with Aquablade system and with Seat & Cover
مرحاض صرف P/S بنظام الأكوابليد الجديد بدون دوش ويشمل سيديلي

E073401

Tank & Trim 4.5/3L
خزان بالعدة زر مزدوج لتوفير المياه



E018001

Back to wall bidet
بيديه بدون دوش



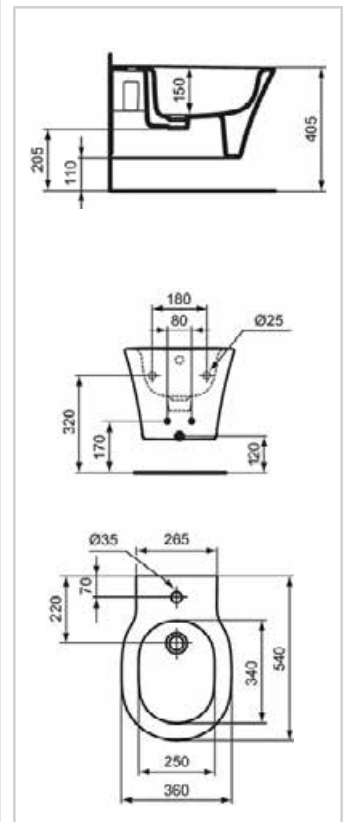
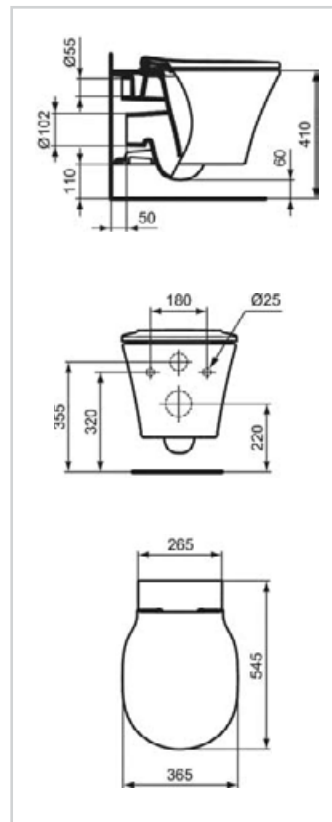
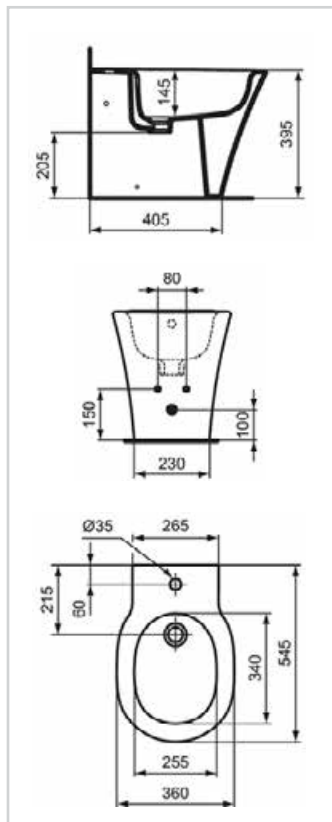
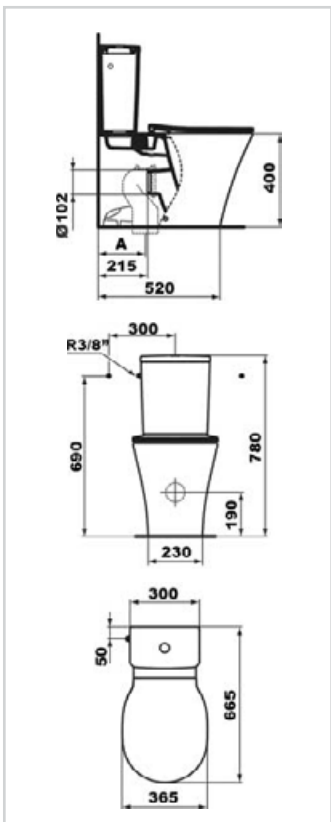
E008701

Wall Hung Bowl with Aquablade system and with Seat & Cover
مرحاض معلق بتغذية خلفية صرف P/S بنظام الأكوابليد الجديد بدون دوش



E026601

Wall hung bidet
بيديه معلق على الحائط



CONNECT AIR



E034801

Vessel bassin 60cm
حوض كونترتوب ٦٠ سم



E034701

Vessel bassin 40cm
حوض كونترتوب ٤٠ سم



E034901

Basin 70cm
حوض ٧٠ سم يثبت على عامود معلق



E028901

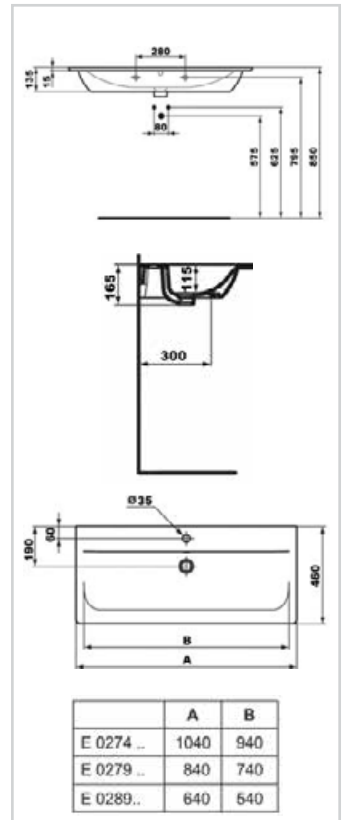
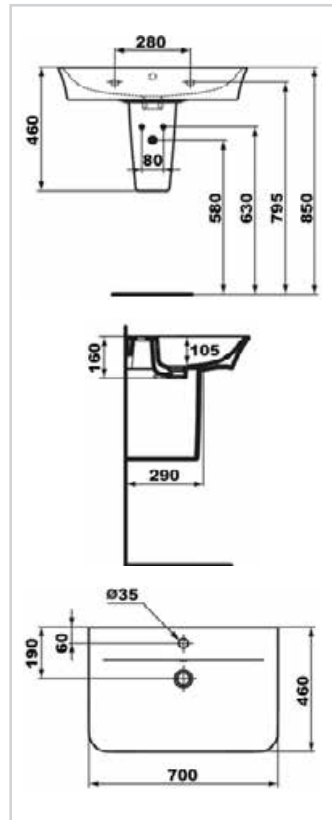
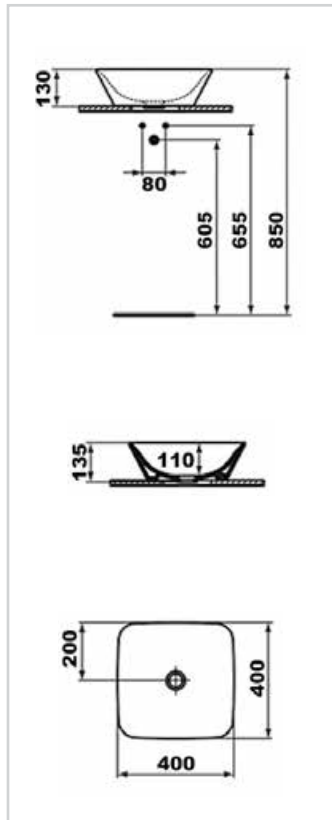
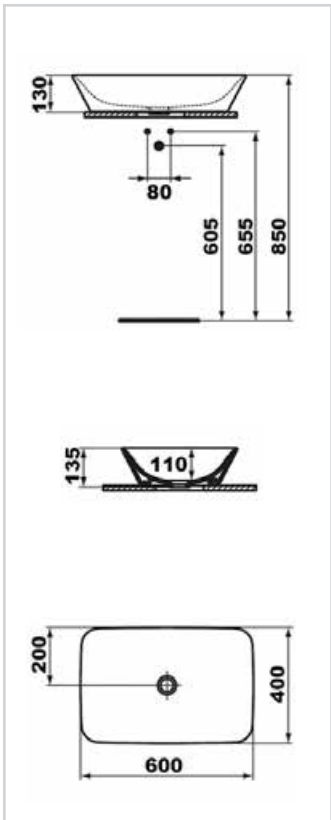
Vanity bassin 60 X 40 cm
حوض كونترتوب ٦٠ X ٤٠ سم

E074801

Semi pedestal for Basin 70 cm
عامود معلق لحوض ٧٠ سم

E027401

Vanity bassin 100 X 40 cm
حوض كونترتوب ١٠٠ X ٤٠ سم



CONNECT AIR



E0826PS

White Furniture Unit with 2 drawer
for basin with size 64cm
وحدة موبيليا بيضاء ٦٤سم وتشمل على ٢ درج



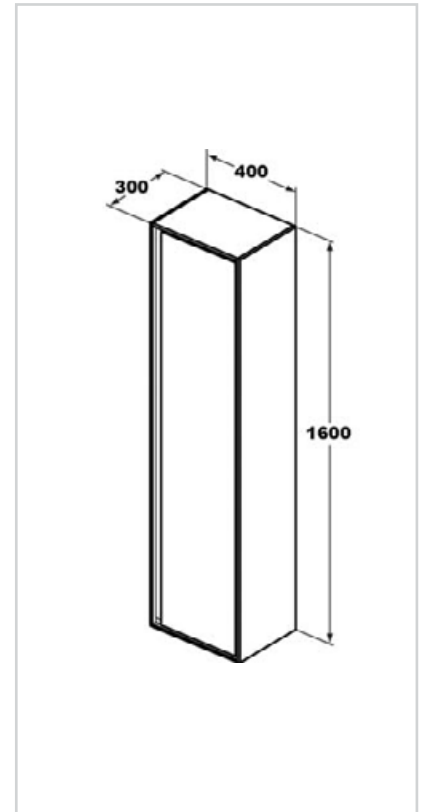
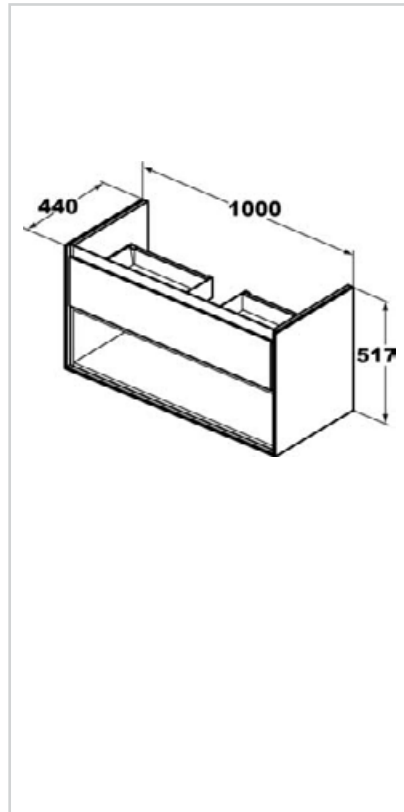
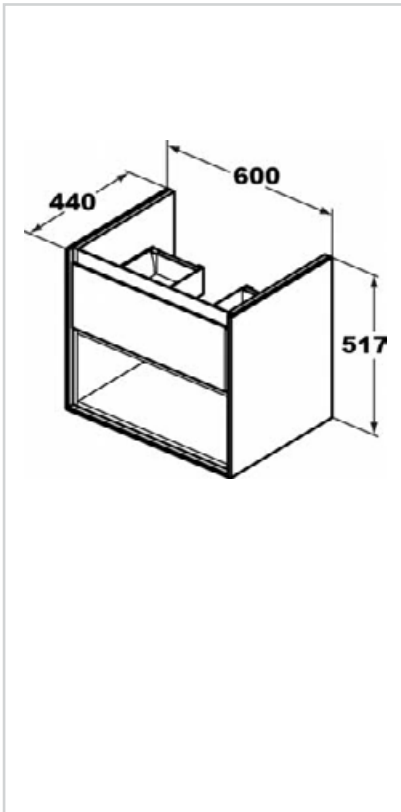
E0828PS

White Furniture Unit with 2 drawer
for basin with size 104cm
وحدة موبيليا بيضاء ١٠٤سم وتشمل على ٢ درج



E0834PS

Vertical Furniture Unit width 35 cm
وحدة موبيليا ٣٥سم رأسية





TESI

PRACTICAL & ELEGANT

Designed by Artefakt and meticulously manufactured in our European factory, Tesi mixers express quality, style, and versatility in equal measure. Characterized by clean geometric lines and counterbalanced by soft, round forms, they perfectly complement the stylistic qualities of Tesi ceramics.

Design By: Robin Levien





MODERN BY NATURE

There's no better inspiration for design than nature. Like the hummingbird, the new Tesi range is a wonderful example of a supremely functional form exhibiting exquisite beauty. Slender, elegant and agile: it's precisely designed to suit environmental and lifestyle needs.



Back to wall bidet
بيديه بدون دوش



Close Coupled Bowl back to wall with
Aquablade system and with Seat & Cover
مرحاض صرف P/S بنظام الأكوابليد الجديد بدون دوش





Wall Hung Bowl with Aquablade system and with
Seat & Cover
مرحاض معلق بتغذية خلفية صرف P/S بنظام الأكوابليد الجديد بدون دوش



Wall hung bidet
بيديه معلق على الحائط



TESI



Vanity bassin 80 cm
حوض كونترتوب ٨٠ سم

White Furniture Unit with 2 drawer for basin with
size 80cm
وحدة موبيليا بيضاء ٨٠سم وتشمل على ٢ درج



TESI



Vertical Furniture Unit width 40 cm
وحدة موبيليا عرض ٤٠ سم



TESI

**T355801**

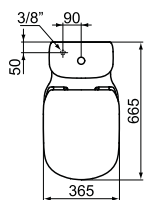
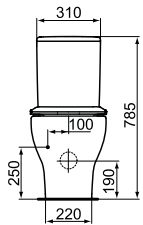
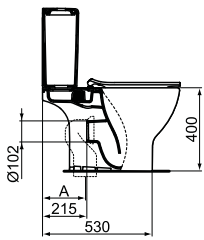
Close Coupled Bowl back to wall with Aquablade system and with Seat & Cover

مرحاض صرف P/S بنظام الأكوابليد الجديد بدون دوش ويشمل على سيديلي

T356801

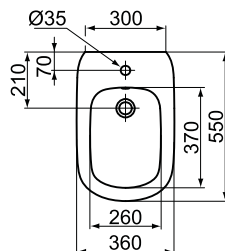
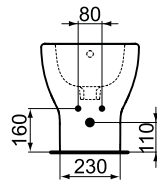
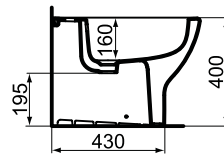
Tank & Trim 4.5/3L

خزان بالعدة زر مزدوج لتوفير المياه

**T354001**

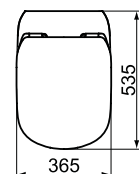
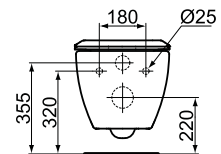
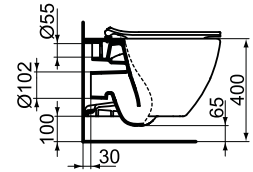
Back to wall bidet

بيديه بدون دوش

**T354601**

Wall Hung Bowl with Aquablade system and with Seat & Cover

مرحاض معلق بتغذية خلفية صرف P/S بنظام الأكوابليد الجديد بدون دوش



TESI

**T355201**

Wall hung bidet
بيديه معلق على الحائط

**T350901**

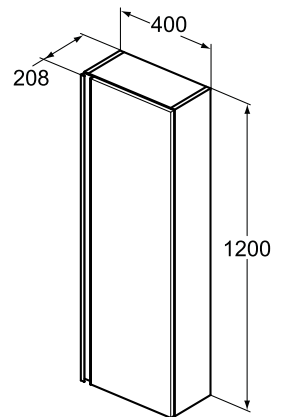
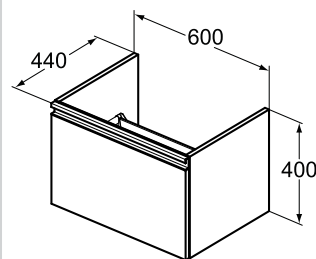
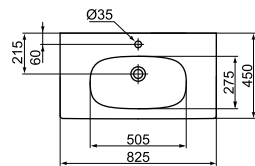
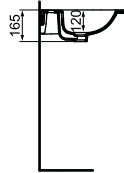
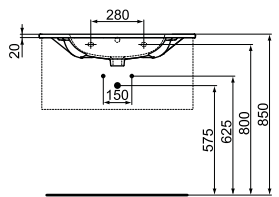
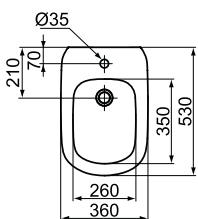
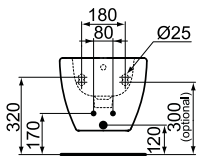
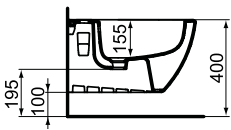
Vanity basin 80 cm
حوض كونترتوب ٨٠ سم

**T0047PH**

White Furniture Unit with 2
drawer for basin with size
80cm
وحدة موبيليا بيضاء ٨٠ سم وتشمل على
درج واحد

**T0055PH**

Vertical Furniture Unit width
40 cm
وحدة موبيليا عرض ٤٠ سم



Don't Hesitate To Contact Ideal Standard

MAIN OFFICE	88 AL Moltaqua Al Araby Al Mosheer Ahmed Ismail St. Sheraton Tel.: 26969700 Fax.: 26969710	٨٨ الملتقى العربي شارع المشير أحمد إسماعيل - شيراتون ت: ٢٦٩٦٩٧٠٠ ف: ٢٦٩٦٩٧١٠	الإدارة
CUSTOMER SERVICE OFFICE	54 / 17 Ismail Wahby St., From Moustafa El Nahas 9th Area, Nasr City Tel.: 19696 Fax.: 24733217 6 October : 238882746 – 238882747	١٧/٥٤ شارع إسماعيل وهبي من امتداد مصطفى النحاس المنطقة التاسعة - مدينة نصر ت: ١٩٦٩٦ ف: ٢٤٧٣٣٢١٧ ٦ أكتوبر: ٢٣٨٨٨٢٧٤٦ - ٢٣٨٨٨٢٧٤٧	مركز وإدارة خدمة العملاء
SHOWER ENCLOSURES	Cairo and Canal cities and Upper Egypt Tel.: 19696 Fax.: 24728063 Delta Tel.: (048) 2198417 - 012 789 700 60 Fax.: (048) 2200211 Alexandria 012 789 700 70	القاهرة الكبرى و مدن القناة و الصعيد ت: ١٩٦٩٦ ف: ٢٤٧٢٨٠٦٣ الدلتا : ت: ٢١٩٨٤١٧ (٠٤٨) - ٠١٢ ٧٨٩ ٧٠٠ ٦٠ ف: ٢٢٠٠٢١١ (٠٤٨) الإسكندرية : ٠١٢ ٧٨٩ ٧٠٠ ٧٠٠ SE@idealstandard.com البريد الإلكتروني لإدارة الكيائن لجميع انحاء جمهورية مصر العربية	الكيائن

CUSTOMER SERVICE CENTERS & SHOWROOMS

معارض ومراكز خدمة العملاء

HELIOPOLIS	88 AL Moltaqua Al Araby Al Mosheer Ahmed Ismail St. Sheraton Tel.: 19696	٨٨ الملتقى العربي شارع المشير أحمد إسماعيل - شيراتون ت: ١٩٦٩٦	مصر الجديدة
DAHER	2, Edrees Ragheb St., off Port said St., Tel./ Fax.: 25916830 - 25916042	٢ ش إدريس راغب متفرع من شارع بورسعيد ت/ف: ٢٥٩١٦٨٣٠ - ٢٥٩١٦٠٤٢	الظاهر
ALEXANDRIA	(1) 698, Cornich Road, Asafra , Faisal Bank Bldg. Tel.: (03) 5549328 - 5487074 Fax.: 5540999 (2) 75 A Fawzy Mouaz St., - Semoha - Alexandria Tel.: (03) 4280603 / 9 Tel.: 01227777402	(١) ٦٩٨ طريق الكورنيش - العاصفارة - عمارة بنك فيصل ت: ٥٥٤٩٣٢٨ - ٥٤٨٧٠٧٤ / ف: ٥٥٤٠٩٩٩ (٠٣) (٢) ٧٥ أش فوزي معاذ - سموحة - الإسكندرية ت: ٠١٢٢٧٧٧٧٤٠٢ - (٠٣) - ٤٢٨٠٦٠٣/٩	الإسكندرية
MANSOURA	El Gomhoreya St., (in Front of Faculty of Medicine) Tel./Fax.: (050) 2200078	شارع الجمهورية - أمام كلية الطب ت/ف: ٢٢٠٠٠٧٨ (٠٥٠)	المنصورة
PORT SAIED	01203399052 - (066) 3211608	(٠٦٦) ٣٢١١٦٠٨ - ٠١٢٠٣٣٩٩٠٥٢	بورسعيد
ASIUT	4, El-Gomhorya St., El-Horreya Tower. Tel./Fax.: (088) 2291666	٤ ش الجمهورية - برج الحرية ت/ف: ٢٢٩١٦٦٦ (٠٨٨)	أسيوط
HURGHADA	22, El Nasr Road., Stadium St., Tel./Fax.: (065) 3548032	٢٢ طريق النصر - أول شارع الاستاد ت/ف: ٣٥٤٨٠٣٢ (٠٦٥)	الغردقة
SHARM EL SHEIKH	Plot 214A, Sunny Lakes Mall No. 3, 4, Ground floor, Khalig Neama Hill Tel./Fax.: (069) 3604749	قطعة ٢١٤ أ المول التجاري ٣ صني لأكس وحدة رقم ٣ و ٤ الدور الأرضي ربوة خليج نعمة ت/ف: ٣٦٠٤٧٤٩ (٠٦٩)	شرم الشيخ
LUXOR	El Madina El Munawara st., Ahmed Hashem Tower Tel.: (095) 2281968 - 01001616541	شارع المدينة المنورة - برج احمد هاشم ت/ف: ٢٢٨١٩٦٨ (٠٩٥) - ٠١٠٠١٦١٦٥٤١	الأقصر
ZAKAZIK	Awlad Gabr Center - Al Zhoor Area - Saad Zaghloul St., Tel. & Fax: (055) 2344746	سنتر أولاد جبر - حي الزهور - شارع سعد زغلول ت/ف: ٢٣٤٤٧٤٦ (٠٥٥)	الزقازيق
TANTA	Hamdy Shoman Showroom - Al Fateh st., Tanta Tel.: 0106 9958460	معرض حمدي شومان ش الفاتح - طنطا ت: ٠١٠٦٩٩٥٨٤٦٠	طنطا
MARSA ALAM	39 (9 st.) Oasis Showroom Tel.: 0106 6000 373	٣٩ شارع ٩ - معرض أوازييس ت: ٠١٠٦٦٠٠٣٧٣	مرسى علم

SEASONAL SHOWROOMS

المعارض الصيفية

NORTH COAST	CUSTOMER SERVICE CENTER Tel.: (0100) 7100 666	مركز خدمة العملاء ت: ٠١٠٠٧١٠٠٦٦٦	الساحل الشمالي
--------------------	--	-------------------------------------	-----------------------



Ideal Standard



www.idealstandard-egypt.com

 **19696**   /idealstandardeg