

American Standard

American Standard is the name that residential and commercial customers have come to trust for innovative styling

and exceptional performance in their homes and businesses since 1872. It is a heritage shaped by ingenuity, dependability and a steadfast commitment to providing superior quality products that fit perfectly into life.

For more than 130 years, American Standard Brands has developed pioneering solutions for baths and kitchens to make life easier and enjoyable for our customers. At the same time, we recognize our immense responsibility to protect one of the world's most precious resources — water. We engineer plumbing products to use less water while providing excellent performance, all in revolutionary designs that offer customers choices for any lifestyle. We call it “Style That Works Better”. That’s our motto and that’s what we believe.



Sustainable ... Stylish ... Not Sacrifice.

At American Standard, we know that water conservation does not have to mean sacrifice. American Standard technology reduces overall water usage in homes and buildings. Our products are used to help earn credits for LEED (Leadership in Energy and Environmental Design) certification, to help water utilities develop community retrofit programs, and to help homeowners and building occupants everywhere enjoy a great shower, a clean flush and performance on tap, every time. Our Water Savings Calculator and Rebate Locator online helps plumbers and other building professions to educate end users about the benefits of water and energy conservation (www.americanstandard.com/waterefficiency).



Feel the Force of ASB

Experience the drenching spray from the American Standard FloWise® showerheads that deliver an invigorating, satisfying soak while reducing water usage by 40 percent.

The FloWise showerheads are about comfort and convenience as well as water conservation. The key to their

construction is a small turbine-like mechanism that spins the water stream through the head to create a powerful, energizing spray.



The result feels much the same as a standard 2.5 gallons per minutes (gpm) showerhead, although FloWise uses only 1.5 gpm, which is 40 percent less water than current code requirements for showerheads.

ASB HETs Lead the Way to Green

American Standard continues expanding its stylish selection of low-maintenance high-efficiency toilets (HETs) that save water while helping to achieve green building ratings in remodeling and new construction.

These design-savvy high-efficiency models meet the requirements for WaterSense® certification, using 20 percent less water than standard 1.6 gallons per flush (gpf) models while offering superior flush performance. That means no clogs and no double flushes with these American Standard 1.28 gpf models. You can save water without sacrificing performance — and go green.



American Standard high-efficiency toilets also achieved the highest level of flush performance on the industry-leading Maximum Performance (MaP) testing. We offer more toilet models meeting the MaP premium 1000 gram flushing goal than any other plumbing manufacturer.

ASB Faucets Make Sense ... Water Sense.

All American Standard bathroom faucets are WaterSense®- certified for high performance and water efficiency.

Meeting the Environmental Protection Agency's (EPA) strict WaterSense maximum flow rate requirement of 1.5 gallons per minute (gpm), all American Standard residential lavatory faucets incorporate pressure-compensating aerators that provide 32 percent water savings over standard models without sacrificing performance. According to EPA estimates, the average U.S. household can save over 500 gallons of water annually by installing WaterSense faucets.



Available in the widest array of styles and profiles in the industry, American Standard's WaterSense certified bath faucets are perfectly suited to a range of green and LEED projects. All models are equipped with washerless ceramic disc valves for a lifetime of water-saving performance and prevention against the potential waste caused by a dripping faucet. As many as 2,700 gallons of water per month can be wasted due to a dripping faucet, according to the East Bay Municipal Utility District (San Francisco, CA). In addition, American Standard's exclusive Speed Connect® Drain makes for easy, dependable installation in one-third the time of standard drains and eliminates the need for adjustments.

Online Tools Promote Water Conservation

The American Standard Water Savings Calculator is an interactive online tool that allows users to determine how many gallons of water, and how many dollars, they can save by converting to various water-efficient fixtures and faucets. Designed with several categories of pre-estimated usage, this calculator is adaptable to users ranging from hospitality to healthcare, retail to corporate, and multi-family to residential. It also allows for adjustment of flow rates for even more accurate calculations.

This innovative tool demonstrates first-hand the positive effect that water-efficient American Standard products can have, both environmentally and financially. It is available at

www.americanstandard.com/waterefficiency.

The American Standard website also includes a Rebate Locator that provides a current listing of water conservation rebates available throughout the United States. This is considered to be the most comprehensive tally of water-saving incentives available in the industry, updated regularly as new local and regional incentives become available around the country. Additional features on the website include a Water Efficiency Product section, providing easy access to all of the American Standard water-conserving products.



American Standard Today

At American Standard, it all began with our unmatched legacy of quality and innovation that has lasted for more than 130 years. It is this tradition of excellence that puts us in three out of five homes in America, as well as countless hotels, airports and stadiums. We provide the style and performance that fit perfectly into life. With American Standard, it's always a style that works better.

