

AQUALISA

PRESS RELEASE

For general release from October 1st 2007

Opto Digital Shower Scoops 'Product of the Year' Award

Aqualisa's very first installer-focussed digital shower – Opto Digital – has been named Product of the Year at this year's prestigious CORGI Installer Live Awards.

Beating off stiff competition, Opto Digital wowed the judging panel with its ability to offer the installer the very best in digital showering benefits whilst also being system specific and, as its name suggests, capable of delivering an optimised showering performance, no matter the type of water system.



Aqualisa's brand new Opto Digital shower scooped 'Product of the Year' at Installer Live last week.

L-R – Jan Shepherd, Marketing Manager, Aqualisa, Jerry Gorman, Business Development Manager, Aqualisa, David May, Technical Product Trainer, Aqualisa, David Coleshill, National Key Accounts Manager, Aqualisa, Simon Greenstreet, Sales Director, Aqualisa, Janet White, Marketing Communications Manager, Aqualisa, Stan Rose, Northern Key Accounts Manager, Aqualisa and Stuart Newbury, Product Manager, Aqualisa

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Aqualisa's Marketing Manager Jan Shepherd commented,

"Opto Digital was officially launched at Installer Live, so we were absolutely over the moon to be able to celebrate its debut with such an important awards win. Opto Digital really has been designed and developed with the installer in mind and by bringing together the very best of digital showering benefits with system specific technology and thus a product that genuinely optimises performance no matter the type of water system, everyone, especially the installer, is a winner."

Meanwhile, CORGI's Dan Caesar said,

"All of CORGI's product awards are judged by CORGI registered installers – the people who count. Installers marked each entry against set criteria, including ease of use, benefit to the end-user and if the installer would recommend the product to their customers. This year's Product of the Year award was a really tough competition and Aqualisa's Opto Digital shower scored top marks across the board."

Until now, some might argue that it's the consumers that have enjoyed all the fun with digital showering, but as Opto Digital has now proved and thousands of installers are about to find out – that looks set to change.

Gravity, combi or high pressure, Opto Digital works in partnership with the water system rather than against it. And for the installer, it's all down to a simple turn of the screwdriver during installation. As is the option to take advantage of the shower's clever eco setting – yet another feature that impressed the judging panel. Restricting flow from 12 litres per minute to a more economical 8 litres per minute, the setting is specified during installation and is a huge bonus for developers, specifiers and others keen to keep an eye on water usage.

Using exactly the same, sophisticated technology as Aqualisa's previous award-winners, Quartz Digital and Axis Digital, Opto Digital couldn't be more straightforward to install. Sited away from the showering area – for example, in the loft, an airing cupboard or underneath the bath – the shower's processor, which has also been redesigned with the installer in mind – is connected to the shower's start/stop control via a slim, unobtrusive datacable.

The key installer advantage? Whether it's an exposed or concealed installation, it's unlikely that bathroom décor or tiling will be damaged. Plus, if the former – the exposed variant – is selected, the datacable is simply fed through Opto Digital's riser bar, into the ceiling and connected to the shower's processor box. As the Installer Live judging panel discovered, the procedure makes for a super-easy, 1-2-3 fit that can be completed in as little as two hours with the minimum of fuss and downtime.

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The result? Happy consumer, happy installer and a very happy Aqualisa.



Left to right – Mike Thompson, Chairman of CORGI, Louis Pickersgill md of sponsor Ravenheat, Jan Shepherd, Marketing Manager of Aqualisa and Awards' host, Frankie Boyle

Aqualisa's award-winning Opto Digital at a glance

- Opto Digital is available in exposed or concealed variants and with a height-adjustable or fixed head option
- Opto Digital comes complete with shower head, hose and gel holder
- Opto Digital showers have been especially designed to optimise showering performance, no matter the type of water system
- Packaging is smartly colour-coded – orange for gravity, pink for combi and green for high pressure

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- Opto Digital features an eco setting, which restricts flow from 12 litres per minute to 8 litres per minute; the setting is selected by the installer during fitting
- Opto Digital uses Aqualisa's new generation, slimline processor. More compact than its predecessor, the processor features an on/off light, has rubberised feet on pumped models to minimise vibration and offers installers an integrated trouble-shooting guide
- Opto Digital showers offer a 2 year, no-quibble guarantee
- Opto Digital is only available from merchants and wholesalers; for further stockist information, telephone Aqualisa on 01959 560010 or visit www.aqualisa.co.uk

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