



PRESS RELEASE

Installer Live 2008

CORGI 'Product of the Year' Manufacturer Returns to Installer Live

Aqualisa, manufacturer of Opto Digital – last year's CORGI 'Product of the Year' – will be returning to Installer Live 2008 intent on enjoying an even more successful show.

This year, the Kent-based company and recent recipient of a Queen's Award for Enterprise, has themed its exhibition stand around **quick, easy and hassle-free installation**. This is represented by Aqualisa's digital showering and bathing ranges – including Opto Digital, Quartz Digital, Axis Digital and Quartz Digital Bath and the installer-friendly, time-saving Midas, complete with its easy-fit fixing bracket.

Plus, for those installers still undecided about the 'digital revolution', Aqualisa's Installer Live team of product managers, sales folk and technical product trainers will be on hand to quizzed, queried and questioned.

Finally, Aqualisa will also be entertaining Installer Live visitors with their fun and quirky '**lucky duck dip**' competition. Bring yours along to meet his friends and – with £10,000 worth of prizes to be won, including Opto Digital showers and Midas fixing brackets – you could be going home with a treat!

New for Installer Live 2008

- Midas 100 & 200 Exposed Thermostatic Range

Aqualisa's Midas range of exposed bar valve showers and bath shower mixers is already proving a hands-down hit with installers. And whilst the product's contemporary looks, quality built and outstanding performance undoubtedly have a lot to do with Midas' popularity, its real USP is a unique, easy-fit fixing bracket that speeds and simplifies installation.

Suitable for use on a variety of surfaces including solid walls, stud walls of all depth and construction and panels, the bracket has a number of features that make fitting a Midas valve easy and straightforward. These include multiple horizontal and vertical slotted fixing points, which allow for a wide range of fitting and adjustment options, pipe-locking clips, back nuts for panel-mounted valves and 15mm Grip-tite connectors, which are suitable for both plastic and copper piping.

Meanwhile, chrome covers incorporating a mastic groove help to shroud threads and neaten the valve's final appearance, whilst the bracket's blanking caps allow effective pressure testing towards the end of the installation's first fix.

Aqualisa Products Limited
The Flyer's Way, Westerham, Kent. TN16 1DE



PRESS RELEASE

Installer Live 2008

CORGI 'Product of the Year' Manufacturer Returns to Installer Live

Back to performance and there can be no mistaking that Midas is an Aqualisa shower through and through. A Midas 200 valve installed on a low-pressure system is capable of delivering up to 7 litres per minute* – that's twice the flow of similarly priced market competitors. Change the system to a typical, unvented high pressure one though and the same Midas 200 valve** will deliver an impressive 18 litres per minute.

The Midas range has been designed and developed with installers in mind and its final flourish is one that again promises to make life easy and save time. Select the Midas 100 variant and there is the option of buying it as an ingenious, complete package with the Midas fixing bracket in a pop-out section separate from the rest of the product. Another example of the considerate thinking that makes Midas a must-have for any project split into first and second fixes, where as any installer knows, it's all too easy for components to be mislaid.

A versatile range, Midas products include shower and bath shower mixers, are available as Midas 100 or Midas 200 variants depending upon system specification and for combi boilers, 6, 9 and 12 litre per minute regulators are available. All Midas products come complete with a height adjustable multi-mode shower head, which has three spray patterns and co-ordinating Midas basin taps are also available.

- Quartz Digital Bath

All the well-documented benefits of digital, but designed for the bath tub. That's Aqualisa's new Quartz Digital Bath in a nutshell and for any installer seeking the complete digital bathroom solution, there is now no need to look any further than Aqualisa's Quartz range.

Just like Quartz Digital Shower, Quartz Digital Bath is easy to install. Water flow and temperature are electronically controlled by a compact processor that is usually sited away from the bathing area e.g. in the loft or the airing cupboard. A slim data cable connects the processor to Quartz Digital Bath's control – a simple, push-button style switch that many consumers find much easier to use than bath taps.

One of the key advantages of digital technology is its flexibility and so siting of the processor can be wherever is convenient to pipework and within 10m of the Quartz Digital Bath control. Further installer-friendly features of the processor include a 'power-on' indicator, pop-out rubberised feet to minimise vibration on pumped variants and a trouble-shooting guide.

Aqualisa Products Limited
The Flyer's Way, Westerham, Kent. TN16 1DE



PRESS RELEASE

Installer Live 2008

CORGI 'Product of the Year' Manufacturer Returns to Installer Live

For the consumer, Quartz Digital Bath has a number of attractions. Safe and reliable, its exceptionally easy to use control features an LED display that flashes whilst the water is coming up to temperature – turning to steady when the user's pre-set temperature has been reached. Water is dispensed via an overflow fill – negating the need for taps – and there is also the option of a wireless remote. This can be used to run the bath from up to 10m away – ideal for convenience or for more vulnerable users.

Finally, Quartz Digital Bath is completely compatible with its sibling product, Quartz Digital Shower. A clever accessory kit, comprising of a diverter and bath overflow fill, is now available and is perfect for over-bath shower installations – enabling complete digital functionality and reliability across both bath and shower.

Quartz Digital Bath is available with standard and pumped processors – making it suitable for the majority of domestic plumbing systems. Standard processors are used for high pressure and combi boiler systems; pumped processors should be used for gravity-fed systems.

- Aqualisa can be found at Installer Live 2008 on stand no. 730
- For further information about Aqualisa, telephone 01959 560010 or visit www.aqualisa.co.uk

Ends

For further press information, please contact –

Alexandra Broad Associates Ltd
Orchard Office
Upper Farm
Oulton
Norfolk
NR11 6NT

Tel 01263 587077
Fax 05601 151430
Email aqualisa@alexandrabroad.co.uk
Web alexandrabroad.co.uk

Aqualisa Products Limited
The Flyer's Way, Westerham, Kent. TN16 1DE