

AQUALISA

PRESS RELEASE

Quartz Electric Scoops Prestigious Red Dot Design Award

Aqualisa's revolutionary electric shower, **Quartz Electric**, has scooped a prestigious 'Red Dot' award from the Design Zentrum in Germany. The shower, which upon its launch promptly put paid to the popular notion of electric showers being capable of delivering nothing more than a weak, feeble flow, won a Red Dot Award distinction for high quality design in the bathrooms' category. A total of 3203 submissions from more than 51 countries were received.



reddot design award
winner 2008

Developed by Aqualisa's own R&D team, with exterior design and product styling by the renowned industrial designers, PDD, Quartz Electric impressed the scrupulous Design Zentrum Red Dot judging panel with its ability to deliver an impressively powerful performance – something that, until the launch of Quartz Electric, was unheard of within the electric shower market.

Further technological innovation in the form of a patented (pending) OTP 'Over Temperature Protection' system, which senses when temperatures are likely to exceed 45°C and allows extra water into the shower's outlet to reduce the temperature and avoid temperature spikes, delayed shutdown – making 'hot water hangovers' a thing of the past and twin flow regulators that keep pressure fluctuations in check helped to clinch the award.

As did Quartz Electric's supreme suitability as a retrofit shower. Aimed specifically at installers and those replacing existing electric showers, Quartz Electric's generous 'footprint' and extra deep cover means the shower can be successfully retrofitted into the space left by just about any electric shower – concealing any evidence of the previous incumbent. Two positions for earth connections provide further flexibility – avoiding the inconvenience of unwieldy cables.

An immediate hit with its intended target market, Quartz Electric has established a new benchmark for electric showers, doubling Aqualisa's market share. It's simple, push button operation and sleek, minimalist looks honed by award-winning designers PDD, have no doubt also helped to bolster the shower's popularity amongst both consumers and installers resigned to electric showers resembling dull, unimaginative boxes.

Simon Greenstreet, Aqualisa's marketing and sales director commented,

"We are incredibly proud that Quartz Electric has been recognised by such a respected design award. The product intended to challenge the popular perception of electric showering and it has set a new standard for electric showering expectations. Aqualisa has a reputation for innovation and by combining our own technological prowess with PDD's aesthetics, we have shown that electric showering can definitely deliver."

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