



PRESS RELEASE

Digital Showers Give Smaller Bathrooms a Helping Hand

"It's well known that a significant percentage of UK bathrooms still have 'over-bath' showers and in fact, it was one of the key objectives we kept in mind when developing our Digital showering system a few years ago. For many households, retrofitting a shower, let alone a separate enclosure still proves prohibitive due to sheer lack of space, so by designing the Digital shower, which thanks to its unique configuration is a godsend for small bathrooms, we have not only created new showering technology, but a feasible solution for compact showering areas."

Says **Jan Shepherd**, Aqualisa's Marketing Manager.

Launched in 2001, Aqualisa's Digital showers – Quartz and Axis – have gone from strength to strength and with UK sales having recently exceeded 100,000, it's fair to say that Aqualisa's unique Digital showering concept must be delivering the goods for designers and consumers alike.

So what are the key benefits of Digital for the smaller bathroom?

Jan says,

"Digital has a number of obvious advantages for smaller showering areas. For example, Digital showers are controlled by a processor, which is about the size of a shoebox and situated completely remotely from the shower. So immediately, there's a space saving in that there's no bulky shower control within the showering area."

"Similarly, there can often be concern about where to site a pump and in a small bathroom, designers don't want to compromise valuable storage space. By designing a 'pumped' Digital option, where the pump is already integrated into the processor's housing, we have again solved the problem."

Commenting on over-bath showering, Jan says,

"Exposed Digital showers have proved especially popular with designers seeking a viable solution for over-bath showering schemes – they can be installed in just a couple of hours and there's no need for tricky pipework."

The versatility of Aqualisa's Digital showers – initially with the Quartz and more recently with the Seymour Powell designed Axis – have certainly given designers faced with making smaller bathrooms both functional and appealing more options to choose from.

Both showers are available as exposed or concealed designs and Axis offers a range of different shower heads, including ceiling-fixed and flush ceiling-fixed designs. Ideal for maximising smaller showering areas and when teamed with a concealed shower control, generally creating a sleeker, less obtrusive feel.

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In addition, there is the option of a remote switch for both Quartz and Axis Digital showers. Less than palm-sized, the switch can be situated up to 10 metres away from a shower's processor and features a discreet light that flashes whilst the water is warming up, turning to steady once the water has reached the user's preferred temperature.

Jan Shepherd says,

"Novelty value, yes. But the remote switch also has great practical advantages – and with an over-bath shower it will mean there's none of the usual hassle with leaning over the bath to check the shower has reached a warm enough temperature. You can literally switch and in seconds, shower."

Proving that whilst small bathrooms might need a little more creative thinking, they certainly don't need to compromise on style or aesthetic appeal.

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