

IMPERIAL

For immediate issue

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IMPERIAL'S 'SIMPLY BLACK' BATHROOMS - DESIGN EXTRAVAGANCE

Imperial Bathrooms, the leading British manufacturer of bathroom products for the discerning, once again demonstrates its pioneering design capabilities with the launch of **The Simply Black Collection** – a range of hand-crafted ceramic sanitaryware in a stunning deep black glaze. Providing a bold and luxurious style statement for bathrooms both large and small, this latest range fuses timeless design with modern drama.

The Simply Black Collection features three of Imperial's internationally acclaimed designs – Astoria Deco, Drift and Etoile. Together with an extended range of options, these handcrafted pieces can be used to fashion a 'bespoke' bathroom solution by creating bold contrasts and focal points.

The Collection boasts a range of classic and timeless basins that are available in large, small and cloakroom options, and these may be combined with a pedestal or one of the company's stunning black or chrome basin stands to create an elegant showpiece. Complementary brassware provides the perfect finishing touch.

Also available are a range of bidets and pan and cisterns – available in close coupled, low, high level and wall hung options – complete with co-ordinating seat and lever. A luxurious white roll-top cast-iron bath from the Imperial range provides the ultimate contrast to this striking black sanitaryware.

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The Simply Black Collection has been developed in response to demand from Imperial's International customers and presents an ideal opportunity for the company to offer the UK market with real design differential.

The Collection kick-starts an exciting wave of new product launches for 2011 that encompasses sanitaryware, basin stands and furniture. At the same time, the company will continue to roll out a further series of retail and marketing initiatives.

Covering classic and timeless design styles, Imperial Bathrooms' products are manufactured by skilled specialists and are hand-finished to exacting standards that set the benchmark for quality throughout the bathroom industry.

For further information on Imperial Bathrooms' product range visit www.imperial-bathrooms.com or contact their customer services team on 0870 60 61 62 3 for a copy of the latest Design Guide.

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PHOTO-CAPTION:

Pictured here; the Astoria Deco large basin and pedestal, and the Astoria Deco round bowl pan & close coupled cistern with co-ordinating seat and lever from Imperial Bathrooms' new Simply Black Collection.

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