



LOVEN CERAMICS COLLECTION

American Standard

ABOUT THE BRAND

AMERICAN STANDARD



LIFE.LOVE.HOME

- **American Standard** has led the way in developing innovative bath & kitchen products and re-set the standards for **Living healthily, safer and beautifully for more than 140 years.**
- **Presence in more than 20+ countries.**
- American standard offers total project solutions for **residential and commercial customers**, effectively delivering **water-saving products** that are used for **new construction and replacement/remodeling** projects.
- American Standard operates under the business unit LIXIL Water Technology which is the **world's largest global leader in sanitary ware**. This division operates in **150 countries**, with more than **50 production and R&D facilities globally.**

We care about every moment, every detail, to transform your living space to make life better.

We want to inspire people to create a home they will love everyday.

INSIGHTS

BUYING BATHROOM PRODUCTS

COMMON CHALLENGES



There are so many Toilets (One Piece & Wall hung); how will I decide which one to buy and ensure that my choice is compatible?



Which product is more durable & have a better performance?



Is my selection a practical choice for my family? Does it match my space?



Product should be affordable & sustainable

LOVEN COLLECTION

INTRODUCTION OF THE PRODUCT



Loven by American Standard is a sanitaryware collection curated for a **harmonised look and feel in the bathroom.**

Featuring a compact design with integrated practical solutions that **maximise comfort and convenience** within small bathroom spaces.

Incorporated with innovative functions combined with superior quality that brings enhanced user experience every single time and peace of mind.

Priced under mass segment so more users can create a home they will love every day.

Marketing Tagline:



COME HOME TO COMFORT

WHY ARE WE DOING THIS?

OBJECTIVE

win the market share in
mass segment

Educating young families / new home-owners on the benefits of AS Full Bathroom Solution
Offering best-in-class features and benefits in mass price segment



LOVEN COLLECTION

**based on careful research to
understand the real needs of the users**

American Standard

COLLECTION

Loven Collection . CORE SALES MESSAGES

HARMONISED LOOK AND FEEL

Curated for a coordinated design in the bathroom



PRODUCT INFORMATION

LOVEN FIXTURES

PRODUCT INFORMATION

Loven Collection . ONE PIECE TOILET CONCEALED

(SKU:CCAS1862-1120411A0 – 220mm, CCAS1862 – 1120411F0 – 305mm)



FEATURES & TECHNOLOGIES



DOUBLE VORTEX

Two water ejection holes allows for efficient flushing performance while minimizing water usage.



HYGIENE RIM

Eliminate hard-to-reach surfaces for an effective removal of dirt and stains.



COMFORTCLEAN

Provides long lasting protection against bacteria and germs.



STORAGE SPACE

Enables to put the belongings on the top of tank.



ONE LAYER AND SOFT CLOSE SEAT & COVER

For perfect-match and friendly affordance

COMFORT SEAT

Seat surface designed for human body shape with 3D organic surface.

FLOATED DESIGN SKIRT

For lightweight appearance and elegant silhouette

PRODUCT INFORMATION

Loven Collection . WALL HUNG TOILET

WH SKU : 1013962080, Seat Cover - CCASC162-0200410F0



FEATURES & TECHNOLOGIES



DOUBLE VORTEX
Two water ejection holes allows for efficient flushing performance while minimizing water usage.



HYGIENE RIM
Eliminate hard-to-reach surfaces for an effective removal of dirt and stains.



COMFORTCLEAN
Provides long lasting protection against bacteria and germs.



One layer and soft close seat & cover

For perfect-match and friendly affordance

Comfort Seat

Seat surface designed for human body shape with 3D organic surface.



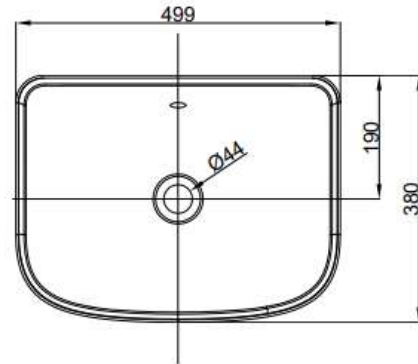
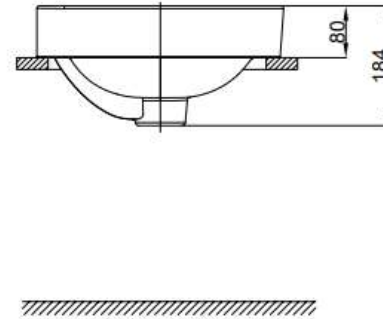
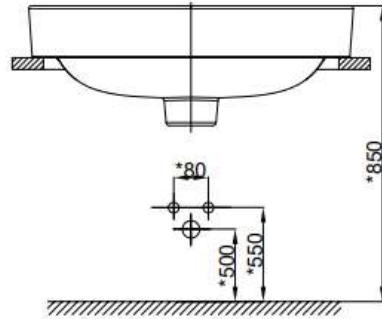
Collection Coordination

Perfectly harmonized with basins, fittings and showers under the collection

PRODUCT INFORMATION

Loven Collection . VESSEL BASIN

SKU : 1016312080 (Dimension 500*380*184)



FEATURES & TECHNOLOGIES



NO WATER SPLASH OUT
Rim preventing water from running outside of basin providing cleaning convenience



MATCHED WITH LOVEN FAUCETS
Considered angle / dimension with Loven fittings for guaranteed smooth operation and ease in installation



SOFT INNER SURFACE
Seamless curve fits for human's hands and easy-to-clean convenience

PERFECT COMPLEMENTS



DUOSTIX HYGIENE SPRAY



Innovative design allows all members of the family to adjust the spray face to suit their needs!

SMART WASHER M-BIDET



AS Smart Washer Manual Bidet is perfectly priced with 'perfect design match' with all Loven toilets

ACCESSIBLE HYGIENE

HYGIENECLEAN SYSTEM

ANTIBACTERIAL TECHNOLOGY
COMFORTCLEAN



FLUSHING TECHNOLOGY
DOUBLE VORTEX



RIMLESS TECHNOLOGY
HYGIENE RIM

HYGIENE RIM

No hard-to-reach surfaces



COMFORTCLEAN

ANTIBACTERIAL TECHNOLOGY

Effectively eliminates E.coli bacteria according to tests done by IMSL.

American Standard's COMFORTCLEAN anti-bacterial glazing technology on the inner toilet surface inhibits the growth of bacteria for a **bacteria-free and safe bathroom** for your entire family.

No bacteria. No worries.



DOUBLE VORTEX

MAXIMUM FLUSHING PERFORMANCE

American Standard's
DOUBLE VORTEX powerful swirling
flushing technology uses minimum
water to efficiently clean the entire bowl
so you never have to flush twice.

No Dirt. No worries.



HYGIENE RIM

RIMLESS

HYGIENE RIM



Hygiene Rim is included in Double Vortex toilet for better cleaning at the rim area.

This rimless design allows water to flow from the top of the bowl for better cleaning. No corners for dirt and bacteria to hide.



Double Vortex +Hygiene Rim
MAX. FLUSHING PERFORMANCE

American Standard

[AmericanStandard.com](https://www.AmericanStandard.com)