



Hi Design Connect / apaiser custom bath

PRESS RELEASE / 2014

APAISER WINS 'COOLEST PRODUCT' AT HI CONNECT USA

apaiser™ is recognised as the leader and innovator in marble bathware, manufacturing a unique range of stunning apaiser-marble® bathware designed to transform the bathroom into a sanctuary.

apaiser has won the 'Coolest Bathroom Product' award at the Hi Connect Design trade show in Nashville this week. It was a people's choice award, voted for by over 1200 key designers,

manufacturers and members of the hotel and resort operating community that attended the show. apaiser showcased a unique custom range highlighting their extreme customisation capabilities with beautiful floral detail etched on the inside of the ergonomic freestanding bath and matching detail on the exterior of the contemporary freestanding basin and complementary shower base. No strangers to winning awards, apaiser has previously been recognised for their Design Excellence and Green Design at various trade events.

This most recent 'Coolest Bathroom Product' award is a special one as it recognises and applauds apaiser's point of difference - unrivalled customisation, paired with their superior apaiser-marble® material. One of the core elements of apaiser's value proposition is the focus on customisation and the extraordinary moulding capability and artisan skills of the apaiser team. apaiser offers complete customisation and design flexibility - enabling designers and architects to create unique shapes and forms that differentiate the bathroom rather than selling by a catalogue based approach. apaiser bathware is manufactured from

AUSTRALIA | SINGAPORE | UK | USA
E. marketing@apaiser.com T. +61 3 9421 5722

apaiser.com

apaiser

apaisermarble® and has minimal impact upon the environment, allowing designers to create ecosensitive bathrooms. The unique manufacturing process of apaiser's unique material allows apaiser to create sublime and fluid shapes in almost any form, with uniformity of colour, strength and integrity unachievable in marble. It also has the ability to be embedded with virtually any added component and in endless design possibilities. The result is an environmentally sensitive material with superior performance and a sensuous organic touch.

It is no wonder that apaiser are the preferred marble bathware partner for leading luxury hotels and resorts globally e.g. Four Seasons, Hyatt, Edition, Andoz and Fairmont Hotels (Raffles) just to name a few. These chains operate and own properties with extremely high design standards which typify excellence across all areas of operation, showcasing design quality and attention to detail.

Visit www.apaiser.com for more details (or) write to marketing@apaiser.com

apaiser 'Coolest Product Award' winning bath

