

Unlimited Color Choices For Bathroom Fixtures Now Available

American Standard now offers homeowners an unlimited color choice on a selection of bathroom suites. The Matchmaker Color Systems program lets homeowners match china bathroom fixtures to fabric swatches, decorative tiles, paint samples, or even colors from American Standard's plumbing products competitors. American Standard offers Matchmaker Color Systems through a business alliance with American China, of Phoenix, AZ. Homeowners can choose from 60 existing colors in American China's portfolio, or request custom colors. For American China's existing color, homeowners will pay fees ranging from \$140 to \$500 in addition to American Standard's list price for fixtures. For custom colors, homeowners will pay a one-time color-match price of \$500. Estimated lead time for existing colors is two to six weeks; custom color matching will require an eight-week lead time. The Matchmaker Color Systems program is offered on American Standard's best-selling Heritage lavatories, as well as American Standard's Tilche pedestal lavatory, Madval bidet, and Hamilton 1.6 gpf toilet. Matchmaker Color Systems is available through American Standard distributor showplaces, as well as selected kitchen and bath dealers. The program is also offered on selected china products of other American Standard divisions, including Porcher Ltd. and Absolute. "Homeowners are apt to select colors for the bathroom when they feel totally comfortable about their choices," observed Wade Smith, American Standard executive vice president, and chief executive officer of the U.S. Plumbing Products Group. "We pursued this business agreement with American China to offer this unique benefit." The most popular American China colors have been in the green and gray families, according to Joseph Seidner, American China president. Other top sellers have included lighter shades of Innocent Blush and Desert Bloom. American Standard is currently negotiating to purchase a controlling interest in American China. American China manufactures its own vitreous china product line, marketed through kitchen and bath dealers and plumbing wholesale distributors.

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