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VICTORIA + ALBERT'S ELDON HONORED WITH TWO PRESTIGIOUS INDUSTRY AWARDS!

Winning DPHA's 2017 Plumbing Fixture Of The Year And Bathroom Product Of The Year In K&BB's 2017 Product Innovator Awards

(Ladson, SC – October 20, 2017) What an exciting week for Victoria + Albert as two of the leading product design competitions in the industry have awarded the Eldon tub with their highest honor of Product of the Year! Created by leading British Architecture and Interior Design Studio, Conran + Partners for Victoria + Albert, the contemporary back-to-wall design of the Eldon is endowed with the curvaceous lines of a freestanding bath.

The Eldon was recognized as Bathroom Product of the Year in *Kitchen & Bath Business Magazine's* 2017 Product Innovator Awards. The K&BB Product Innovator Awards honor manufacturers for superior product innovation. Out of hundreds of product submissions, Eldon was chosen by a panel of judges as the top bathroom product that highlighted engineering, aesthetics, market needs and of course, innovation. Winners of the awards are featured in the magazine's October 2017 issue.

The innovative Eldon was also awarded Plumbing Fixture Product of the Year this week at a ceremony in Chandler, Arizona at the 2017 Annual DPHA Conference - with the leading showrooms and industry professionals in attendance. The DPHA Annual Conference and Product Showcase has held its spot as the most important event of the year for the decorative plumbing and hardware industry. DPHA is the nation's largest association dedicated exclusively to advance the interests of the independent decorative plumbing and hardware channel.

At 68-7/8" long, Eldon is the ideal bath for large or small bathrooms where clean lines and day to day practicality are equally important. The Eldon is also incredibly easy to clean, making it a perfect design for the contract market and everyday households, where practicality and ease of cleaning is key. The Eldon can be installed with or without an overflow and works with Victoria + Albert's Kit 40 Intelli-waste or new Kit 60 "exofill" bath drain.

As with all Victoria + Albert's baths, Eldon is made using the brand's exclusive material, ENGLISHCAST®; a unique blend of Volcanic Limestone™ and high performance resins with a number of beneficial properties. Traditionally, ENGLISHCAST® has been available in a natural gloss white finish. However, all Victoria + Albert Baths are now available in seven distinctive external finishes, including Gloss White, Gloss black, Matte White, Matte Black, Anthracite, Stone Grey and Light Grey.

About Victoria + Albert

For over 20 years, global brand Victoria + Albert has achieved a worldwide reputation for creating beautiful baths, basins, furniture and faucets. The ultimate statement in quality and sophisticated style, their award-winning collections are packed with inspirational designs made from 100% ENGLISHCAST®, a unique blend of Volcanic Limestone™ and high performance resins. Naturally white, each tub is individually hand-finished by craftsmen and tested by IAPMO to UPC and cUPC standards with a 25-year limited consumer warranty.

Recipients of the prestigious RED DOT Award for their Amiata tub along with a Chicago Athenaeum GOOD DESIGN Award for their Pescadero, Napoli and ionian tubs, Victoria + Albert raises the bar on exceptional product design. Adored by consumers across the globe, and featured in distinguished five-star hospitality projects, Victoria + Albert sets the trend in bathing. The company is an avid supporter of the architectural and design community and sponsor of continuing education courses throughout North America.

For more information about Victoria + Albert's products, visit vandabaths.com or call 1-800-421-7189.