

armitage shanks contour 21 is the new range of commercial product for 2008

Covering VC, Brassware and related products Contour 21 is the most important launch for Armitage Shanks in 30 years.

To ensure you are fully geared up for this critical launch, this bulletin covers the availability and launch material programme that will help you smoothly plan Contour 21 into your organisation.

Q: what is contour 21?

A: Contour 21 is a complete range of core non residential VC, Brassware, toilet seats, grab rails and related products. Designed by Robin Levien and developed alongside architects and key users, Contour 21 addresses today's market needs and regulations, providing a range to take non residential washrooms into the future.



Q: why is contour 21 so important?

A: The market for commercial products remains buoyant with particular growth forecast for schools, offices and hotels. Within hospitals, hygiene and the new HTM64 guidelines place new demands on product performance and specification. Contour 21 is the only range on the market that will answer all these demands as well as providing a fully coordinated suite design.

During the coming months we will be specifying Contour 21 on all new and where possible existing 2008 projects. So it is important you are in a position to meet specifications when they come through.

(continued overleaf)



Armitage
Shanks

Q: when will contour 21 be available?

A: We will be taking launch stock orders during January and February for deliveries in March. It is important that you contact your local sales representative to ensure you place the correct product mix to meet the specifications that will be converted to new product during the coming months by our 40 internal business support sales team.

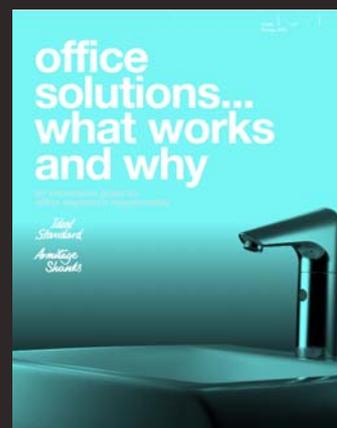
Q: how and when will I receive my contour 21 launch material and support?

A: To communicate this important range we have developed a full programme of training and launch material. Your local representative will be visiting you in January to take you through the range and the support you will receive.

As a taster, please see below the range of 6 new brochures we have developed for Architects and Specifiers. Packed in a dedicated box to sit on the shelf of Architects libraries, each of these brochures are targeted at specific sectors and give full details on specifying sanitaryware and brassware.

These comprehensive brochures are very detailed and include advice on;

- scale of use
- water saving
- room layouts and the
- latest guidelines for each sector



the essential specifiers series

If you would like to request a brochure from our 'Essential Specifiers Series',
call 0800 590311

Armitage Shanks,
Armitage, Rugeley,
Staffordshire WS15 4BT
Tel 01543 490253 Fax
01543 491677
www.thebluebook.co.uk



Armitage
Shanks