

PRESSRELEASE

Planit Fusion Enhances Bathroom Offering by Working in Partnership with Ideal Standard

- New Catalogue Launch to Include the Stylish New 'Concept' Range.

10 March 2009 – At the forefront of design software for the KBB industry, Planit Fusion has announced the availability of its new Ideal Standard bathroom catalogue for its flagship Fusion software. This latest catalogue launch is in line with a recent partnership between Ideal Standard, a leading provider of innovative, design-driven bathroom solutions and Planit Fusion highlighting its focus on the bathroom sector. The catalogue integrates up to date stunning, design-led bathroom products from the Ideal Standard brand with the powerful Fusion visualisation, design and layout.

The new catalogue provides designers using Fusion with an array of 3D, photo-realistic visuals to incorporate into their schemes and present to clients. It also features the new 'Concept Range' the next generation collection in bathroom design. Created by Robin Levien, it boasts a beautiful collection of bathroom solutions that offers choice, practical solutions and affordable luxury.

"By Partnering with Planit Fusion and combining our cutting-edge product range with Fusion's innovative technology we can provide many more design options to dealers and retailers using this software solution allowing them to create amazing bathroom designs," Brian Grey, UK marketing manager, Ideal Standard International.

"Our extensive catalogue range allows designers to show customers a photorealistic view of how their new bathroom will look. Our new partnership with Ideal Standard is great news and really enhances our bathroom offering to the sector," commented Craig Rothwell, managing director, Planit Fusion

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About Planit Fusion

Based at Ashford in Kent, Planit Fusion is the UK's leading developer of advanced design and visualisation software for the kitchen, bedroom, bathroom and home improvement markets. Its flagship product, Fusion, incorporates a comprehensive range of customer management tools, superior graphics and unrivalled presentational quality – making it the industry's benchmark integrated software application and, along with 2020 Technologies, the sector's only certified Microsoft Gold Partner.

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