

INTELLIGENT  
DESIGN  
FOR EASIER  
BATHING

# CONCEPT FREEDOM BATH





A woman with white hair is relaxing in a bathtub filled with bubbles. The text 'FREEDOM TO RELAX' is overlaid on the image in large white letters.

# FREEDOM TO RELAX

As life goes on, everybody will, at some point, need to make changes to the way they live. Mobility is something that can affect us at any age, whether it be back problems, injuries or generally needing a little extra support.

One thing in common is that making small changes to our living environment can make a big difference to our wellbeing, which is why we developed Concept Freedom.

At Ideal Standard, we firmly believe that easier accessibility does not need to substitute beautiful design. Concept Freedom is a beautiful total bathroom range with subtle hidden features that just make life a little easier. The timeless design and intelligent features are perfect for multiple generations, and the luxury accessories can be used to adapt the space over time to work for you. Buying a bathroom is not something we do very often, so thinking about those small changes early on will save costly renovations in the long run.

“Getting in and out of the bath is often the first thing that people start to struggle with as they become less mobile”

ANAVA BARUCH  
*Occupational Therapist*



# ENJOYMENT FOR ALL THE FAMILY

Prefer a bath to a shower?

For many, a shower just doesn't compare to a long relaxing soak in the bath. We've created the perfect solution for those not wanting to lose that luxury later in life.



The bath has multiple dual features for all ages – for example, the bath seat is a perfect place to sit whilst bathing young ones. The lowered height means that leaning over is much more comfortable, and the seat is a handy place to sit them to dry off afterwards.



# THOUGHTFUL DESIGN IN EVERY DETAIL

Working with occupational therapists during the design process, meant that we could create a bath that makes getting in and out no effort at all, whilst looking as good as a luxury bath should. You can adapt as and when a little extra help is needed with our chrome support rails, to ensure that you can enjoy taking a relaxing bath for longer.



## BATH SEAT

The seat gives complete stability and control when getting in the bath. The low height makes the motion of moving your legs over and getting in easy – it also doubles up as a place for a loved one to sit and keep you company.



## HANDGRIP

When leaning forward to reach the taps can feel like a real effort, our streamlined handgrip makes it that bit easier.



## PERFECT CURVES

The gentle slope on the backrest has been designed with comfort in mind and supports the back, whilst evenly distributing pressure.



## FOOT LEDGE

Occupational therapists believe that one of the biggest worries with bathing is slipping whilst in the bathtub. Our foot ledge gives the option to prompt a sitting position or to be used as a footrest when reclining.



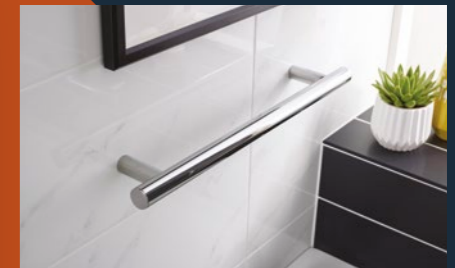
## CLICKER WASTE

Experts believe that a clicker waste – whereby you push down like a button – is the easiest way to empty the bath water, particularly for weaker joints and muscles.



## LUXURY HEADREST

Why not add the ultimate bathing luxury with our Gel headrest to your bath? The “shape memory” responds to the exact arc of the neck, designed and positioned perfectly around the bath.



## SUPPORT WHEN NEEDED

As you need them, you can introduce our fully chrome support rails to assist getting in and out. They are design-matched perfectly with the grab rails in the Concept Freedom Range.



## LOWERED HEIGHT

A bath closer to the floor gives much more control when getting in and out, ours is 80mm closer, so whilst it may not look that different, you'll certainly feel the benefit.



## DECEPTIVELY STRONG

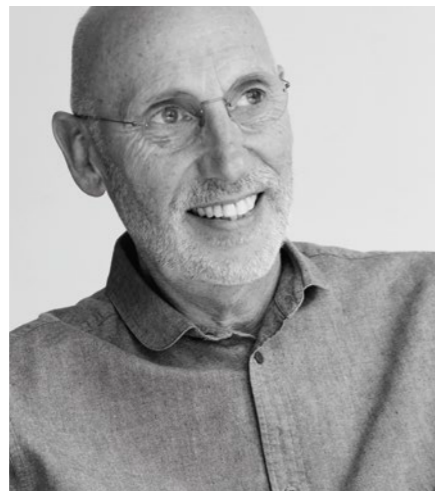
Our Idealform Plus+ material has double the amount of reinforcement than a standard bath for ultimate rigidity, no creaking and stays warmer for longer.

# AWARD-WINNING DESIGN MEETS USABILITY EXCELLENCE

For the bath project, we combined our many years' experience with the knowledge of later-life health specialists Red & Yellow and experienced occupational therapist Anava Baruch to ensure it is designed with independence and safety in mind.

## DESIGNED BY STUDIO LEVIEN

Concept Freedom has been designed by award-winning designer Robin Levien and his acclaimed team, who also designed our ever-popular Concept Range. There is no doubt that Freedom shares the same design DNA as Concept, meaning that mixing and matching the ranges give endless possibilities, just another reason why Concept is our bestselling range.



"We wanted to create a product that looked as great as it performs, which is why the bath is designed to appear as stylish as a standard bath, but with the multifunctional accessible features"

ROBIN LEVIEN  
*Designer*

## FROM THE EXPERTS

Leading occupational therapist Anava Baruch from Design for Independence was a key part of the bath project team.

"The design of the bath makes bathing a much less fraught and dangerous experience, whilst looking great too"

"The bath is designed to help people use their instincts when getting in and out"

Anava Baruch  
Occupational Therapist

## RED & YELLOW

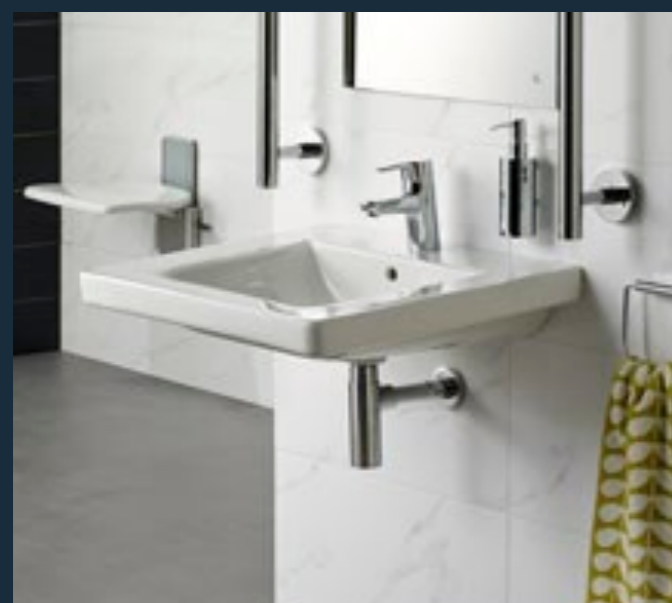
Red & Yellow specialise in 'later in life' health and dementia care. They have impressive credentials in their field – improving quality of life as people age. They played an active role in developing the usability of the bath for a number of audiences that vary in age and mobility. This was achieved by ensuring the design of the bath was highly functional, whilst respecting people's needs.





# CONCEPT FREEDOM: THE RANGE TO MAKE LIFE SIMPLER

Concept Freedom is part of our bestselling Concept family, designed with accessibility, comfort and style in mind. It's a collection of timeless bathroom pieces with subtle hidden features that make life a little easier and safer. Choose Concept Freedom today and make small changes early for longer term benefits.



Accessible Basin

## FREEDOM OF WONDERFUL HIDDEN FEATURES

The Concept Freedom accessible basin includes streamlined handles underneath the basin, a handy hidden feature for wheelchair accessibility.

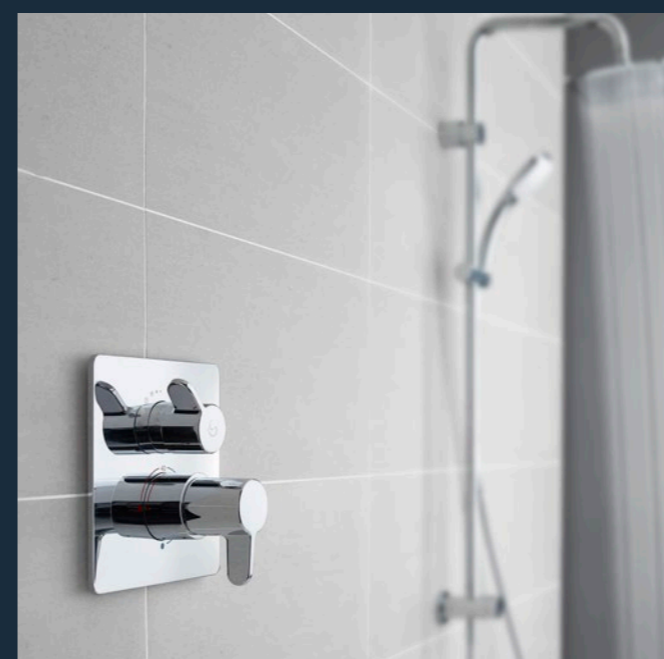
Many people use their basin as a space for grooming, our basin can be set to a seated height for adding a stool or chair, so you can spend longer getting ready in your bathroom in total comfort.



Full range of accessible WCs

## FREEDOM FOR MAXIMUM COMFORT

Concept Freedom raised-height WCs are specially designed for those with mobility issues and back pain sufferers. They're approximately 25% higher than average, meaning that there is less pressure on the knees and more stability when sitting.



Showers and accessories

## FREEDOM OF PEACE OF MIND

Concept Freedom Showers and Wet Room Panels make showering safe, comfortable and convenient, with many accessible features:

- Shower valves with temperature regulators for safe stable water control.
- Shower controls can be installed remotely, so shower can be warmed before getting in.
- Easy turn lever handles
- Level access wet room panels for ease getting in and out.
- Shower seat and shower hand spray options for a more comfortable showering experience, whether it be seated or standing.

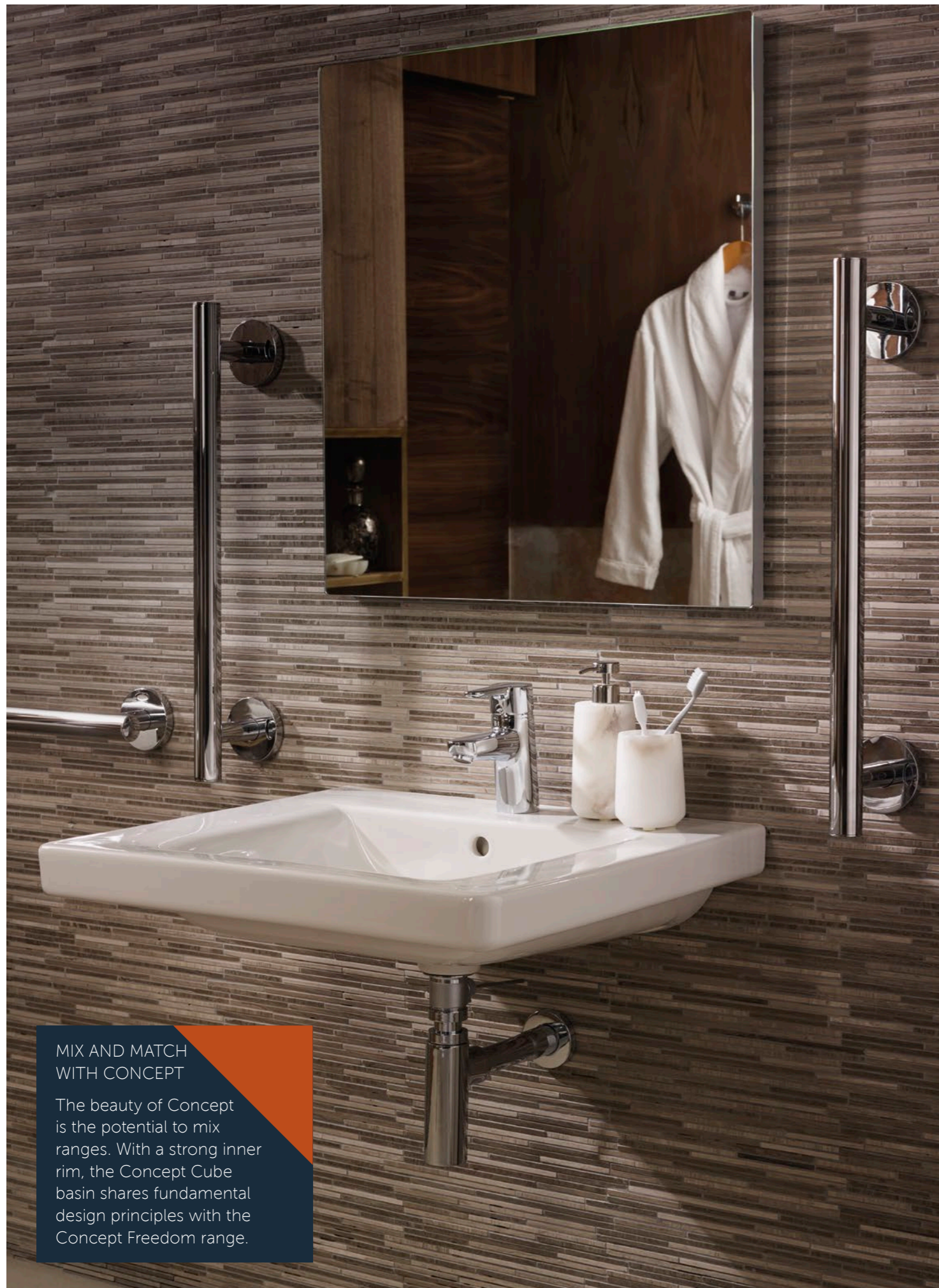


Luxury grab rails

## FREEDOM TO ADAPT

Grab rails significantly reduce the risk of trips, slips and falls, but there's no reason why they can't be luxurious. Freedom offers a wide range of refined chrome and stainless steel accessories that can be added as and when needed to help create a bathroom tailored to your aesthetic requirements.





**MIX AND MATCH  
WITH CONCEPT**

The beauty of Concept is the potential to mix ranges. With a strong inner rim, the Concept Cube basin shares fundamental design principles with the Concept Freedom range.

## CONCEPT FREEDOM BASINS AND ACCESSORIES



- 1. 60cm Accessible Basin, one tap hole** **E549901**  
Contemporary **E0079AA**  
Bottle Trap **E015767**  
Basin Fixing Kit **E015767**

- 2. Concept Cube Basin, one tap hole**  
60cm **E793401**  
55cm **E784201**  
50cm **E788101**  
Full Pedestal **E783701**  
Semi Pedestal **E783901**  
Basin Fixing Kit **E015767**

- 3. 40cm Hand Rinse Basin E803101**  
Full Pedestal **E783801**  
Semi Pedestal **E784001**  
Basin Fixing Kit **E015767**

- 4. Concept Blue Basin Mixer B9918AA**

- 5. Concept Small Basin Mixer B0672AA**  
\*for use with hand rinse basin.

- 6. Concept Mirrors**  
400x700mm Mirror **E6590BH**  
500x700mm Mirror **E6591BH**  
600x700mm Mirror **E6593BH**  
700x700mm Mirror **E0420BH**  
800x700mm Mirror **E0421BH**  
1000x700mm Mirror **E6532BH**  
1300x700mm Mirror **E6533BH**

- Concept Anti-steam Mirrors**  
400x700 anti-steam **E6590BH**  
500x700 anti-steam **E6591BH**  
600x700 anti-steam **E6593BH**  
700x700 anti-steam **E0420BH**  
800x700 anti-steam **E0421BH**  
1000x700 anti-steam **E6532BH**  
1300x700 anti-steam **E6533BH**



## CONCEPT FREEDOM WCs



- |  |   |   |
|--|---|---|
| <p><b>1. Raised Height Close-coupled WC Pan E608601</b><br/>                 Concept Cube Cistern with Dual Flush 6/4 litres E785901<br/>                 Concept Cube Cistern with Dual Flush 4/2.6 litres E796901<br/>                 Concept Soft Close Seat and Cover E791701<br/>                 Concept Seat and Cover E791801<br/>                 Seat Ring (No Cover) K706001</p> | <p><b>2. Raised Height Back-to-Wall WC Pan E608801</b><br/>                 Concept Soft Close Seat and Cover E791701<br/>                 Concept Seat and Cover E791801<br/>                 Seat Ring (No Cover) K706001</p> <hr/> <p><b>3. Concept Wall Hung WC Raised Height, Standard Projection E609001</b><br/>                 Concept Soft Close Seat and Cover E791701<br/>                 Concept Seat and Cover E791801<br/>                 Seat Ring (No Cover) K706001<br/>                 Support Brackets (Pair) with Bolts S913967</p> | <p><b>4. Wall hung rimless 75cm projection WC E819701</b><br/>                 Concept soft close Seat and Cover E791701<br/>                 Concept Seat and Cover E791801<br/>                 Seat Ring (No Cover) K706001<br/>                 Seat Ring only E822601<br/>                 Seat and Cover E822501<br/>                 Back Rest S6637AC</p> |
|--|---|---|

## CONCEPT FREEDOM BATH AND ACCESSORIES



170x80cm Idealform Plus+ Bath  
 Left Hand/Right Hand  
 Includes Clicker Waste

\*left hand bath shown in image



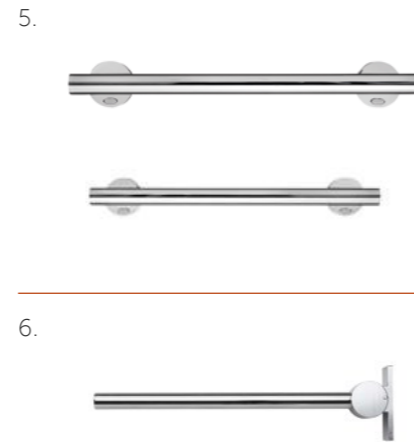
- |   |  |   |
|---|--|---|
| <p><b>3. Gel Headrest E109267</b><br/>                 38x9cm</p> | <p><b>4. Chrome Support Rail E1093AA / E1094AA</b><br/>                 60cm or 45cm</p> | <p><b>5. Concept Freedom Chrome Bath filler B9929AA</b></p> |
|---|--|---|
- 
- |  |   |  |
|--|---|--|
| <p><b>1. Concept Freedom 170x80cm Idealform Plus+ Bath, Left Hand E108701</b><br/>                 Concept Freedom 170cm Front Bath Panel E109601<br/>                 Concept Freedom 80cm End Bath Panel E109701</p> | <p><b>2. Concept Freedom 170x80cm Idealform Plus+ Bath, Right Hand E108801</b><br/>                 Concept Freedom 170cm Front Bath Panel E109601<br/>                 Concept Freedom 80cm End Bath Panel E109701</p> | <p><b>3. Concept Freedom Gel Headrest E109267</b></p> <hr/> <p><b>4. Concept Freedom Chrome Support Rail E1093AA / E1094AA</b><br/>                 45cm E1093AA<br/>                 60cm E1094AA</p> |
|--|---|--|



# CONCEPT FREEDOM SHOWERING AND ACCESSORIES



- Easy to operate handles ensure effortless operation
- Award-winning built-in shower valve requires only 43mm cavity depth
- German engineered for your reassurance of quality and durability



**1. Freedom Built-in Thermostatic Shower Mixer** A6377AA  
 Freedom Built-in Thermostatic Shower Mixer with Diverter A6378AA  
 Freedom Built-in Thermostatic Bath Shower Mixer A6379AA

**2. Freedom Dual Shower with M1 Rain Shower, Fixed Riser, M3 Hand Spray and Metal Pin Handles** A6290AA

**3. 900 Synergy Wet Room Modesty Panel** L6180EO  
 1000 Synergy Wet Room Modesty Panel L6181EO  
 1200 Synergy Wet Room Modesty Panel L6182EO  
 Extended Bracing Bracket Pack L6198EO  
 Straight Bracing Bracket L6229EO

**4. Care Plus Shower Seat** S0644AC

**5. Contemporary Chrome Grab Rail**  
 60cm S6484AA  
 45cm S6486AA

**6. Hinged Grab Rail** S6362AA

Level access wet rooms provide the complete freedom of mobility and are flexible around the space you have





# THE IDEAL STANDARD

Ideal Standard is one of the UK's leading producers of quality baths.

Expert engineers at our state-of-the-art production facility manufacture products based on concepts created by European designers recognised as pioneers of bathroom style and innovation.

From standard rectangular baths to those that save space or water, dual-purpose and double ended baths for bathing, showering and sharing, to luxury corner styles – our products come in all shapes, sizes and materials.

Customers can take comfort from a 25-year guarantee and aftercare services that complement the quality of our products.

## MANUFACTURING EXCELLENCE

Manufacturing excellence is our cornerstone. We know that you need robust, high-quality products that can withstand the day-to-day rigours of home life. Because of this, we use only the highest quality materials and we subject each and every one of our products to extensive life testing. The result is that we continually exceed all British and European standards.

## OUR GUARANTEE

Our confidence in the quality of Ideal Standard's design and manufacturing is the reason we offer a genuine lifetime guarantee on all ceramic products. Idealform baths are guaranteed for 25 years and wet room panels are guaranteed for 10 years. Showers, bath panels, mixers and taps, WC suite seats, cistern fittings and many spare parts are guaranteed for five years.

“Highly skilled workforce using the highest quality materials have forged our reputation as a producer of bathroom products that go beyond recognised European Standards”





Ideal Standard (UK) Ltd  
The Bathroom Works  
National Avenue  
Kingston-upon-Hull  
HU5 4HS  
England

Tel: 01482 346461  
Fax: 01482 445886  
[www.idealstandard.co.uk](http://www.idealstandard.co.uk)

Ideal Standard Ireland Ltd  
M50 Business Park  
Ballymount  
Dublin 12  
Ireland

Tel: + (353) 01 456 4525  
Fax: + (353) 01 456 4505  
[www.idealstandard.co.uk](http://www.idealstandard.co.uk)

#### FIND OUT MORE

To find out more about how the  
Concept Freedom Bath can make your  
life easier, simply scan the QR code to  
view our video and website.

