

AA DIMENSIONS

Spring 2019



LAUFEN -
The Swiss Pioneer of
Sanitary Wares Industry

Special Feature
BACHMANN,
Modern Integration
of Power

Project Showcases -
Lot T/T1 (Le Marina, Macau)

A Fresh Start...

2019

Spring is the start of the year and the best timing for planning ahead. The launch of AA Dimensions is also a fresh start.

Nowadays, market is ever changing. Not only quality of lifestyle and price / performance ratio that today customers are seeking for, but also hassle free and trust worthy after sales services. Alliance Ascent truly understands this. That gives birth to AA Dimensions.

AA Dimensions aims to provide our readers an in-depth, while special angle on the quality product solutions in kitchen, bathroom & washroom which Alliance Ascent promotes. Also the services that the company can provide. For example, through the project showcases to give our readers some fresh and unique ideas for future projects.

Enjoy! Hope you find AA Dimensions informative and inspiration.

BRANDSTORY



LAUFEN - The Swiss Pioneer of Sanitary Wares Industry

For over 125 years, LAUFEN's time-tested commitment to the finest European-made sanitary wares has never changed. As one of the most internationally recognized luxury sanitary wares brand from Switzerland, LAUFEN is guided by its brand's motto, "to lead on technology, service and design". Ground breaking innovations often adorned LAUFEN's century-old glory. The first wall-hung toilet, the first one piece floor-standing washbasin...those important developments have made a new aesthetic possible in the field.

Unique Technologies Created Lasting Impact for the Industry

In 1980, LAUFEN's engineers invented the most efficient high-pressure injection molding technology for ceramic production, which sets new standards for the entire industry by reducing production time significantly.

In 2012, LAUFEN has developed its innovative surface finish LAUFEN CLEAN COAT (LCC). It is a silicate ceramic vitreous coating baked on over the original glaze. With a coarseness values of 4 nanometers, LCC - enhanced surfaces are much smoother than conventional coatings so grime, lime scale and bacteria don't stand a chance. This innovation has won the iF Material Design Award in 2012.

One year later, LAUFEN successfully created SaphirKeramik®, an unprecedented material which changes the design language of Sanitary wares worldwide. This groundbreaking world-innovation was perfected after 5 years of intensive research and development. It has won lots of product innovation awards. SaphirKeramik® permits the creation of wafer-thin yet robust walls and tight-edge radius of just 1 to 2mm, while state-of-the-art technology values are currently a minimum of 7-8 mm.



In addition to revolutionizing the material malleability, LAUFEN also focus on the breakthrough of hygienic related technologies with modern & stylish product design:

■ Concealed Ceramic Overflow System –

It makes cleaning much easier as the water rises in a concealed internal channel in parallel with the water inside the washbasin, and overflows into the run-off when the water reaches the max level.

■ Hidden Drain Design –

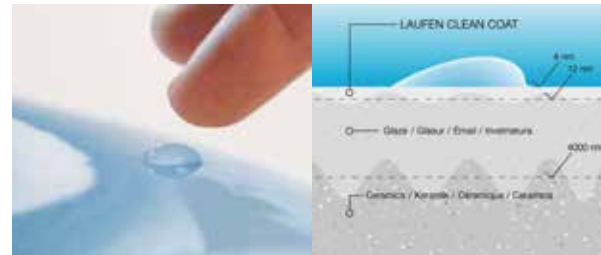
The new washbasins in Kartell by LAUFEN range have no visible drainage opening. The water disappears into a narrow hidden drain through an elegant pipe. A special valve allows the user to choose between a solution which is always open or which can be closed off. The design has been awarded the Product Innovation Award in 2015.

■ Rimless WC –

The bowl of the new LAUFEN Pro Rimless WC has no rim. There's no longer anywhere for dirt and deposits to hide, instead thanks to an innovative and powerful flushing system, everything flushed cleanly away. Both public toilets and private bathrooms can benefit from the easy cleaning and great hygiene of this system.

■ Waterless 0L Urinal –

The innovative Lema 0-litre urinal operates without water and does not require a water shut-off device or electricity to keep the drain closed. The principle behind this "trap" is



▲ LAUFEN CLEAN COAT creates a pore-free surface that all the dirt & bacteria simply rinsed away by the running water.



▲ Hidden Drain Design in Kartell by LAUFEN range has been awarded the Product Innovation Award in 2015

▲ Thanks to the concealed overflow system makes the washbasin no longer have a visible overflow hole



▲ Everything flushes cleanly away in the Rimless WC.

known in the chemical industry as the Erlenmeyer flask. The urine itself helps to keep gases sealed in and to prevent their escape. The rate of evaporation of the urine in the "trap" is extremely low. Even if the urinal has not been used in a long time, very little odor is emitted. The small amount of air that escapes passes a citrus aroma-scented block. At a rate of 300 flushes per day, it is possible to save the amount of water a family of 4 would consume in nearly 6 years when using Lema 0-litre urinals, when compared to the standard 2-litre urinal.

■ Cleanet Riva Shower Toilet –

The Cleanet Riva is the only shower toilet to feature a multi-stage hygiene concept in which the whole water circulation system is also thermally cleaned at regular intervals. The design is joint-free and rimless. The ceramic has been treated with dirt-repellent LCC. The seat and lid also feature a quick-release function. The shower toilet is operated by pushing or twisting the stainless steel rotary button at the side. The user can also select the basic or detailed settings using the touch screen remote control. Cleanet Riva has been awarded several international product design awards, like RedDot Product Design Award 2016 & iF Product Design Award 2017.



▲ Waterless Urinal uses the Erlenmeyer flask principle. The Urine itself helps to keep gases sealed in and prevent their escape



▲ The water circulation system of the Cleanet Riva shower toilet is thermally cleaned at regular intervals. Awarded RedDot and iF Product Design Awards in 2016 & 2017 respectively.



LAUFEN - The Swiss Pioneer of Sanitary Wares Industry

Top Global Sanitary Wares Brand with Designer Ranges

Embracing the simplicity and fluidity of European while focusing on expressive forms, LAUFEN has been collaborating with famous designers and architects to create new meanings for the classic material - ceramic, just named a few: Italian designer Stefano Giovannoni on ILBAGNOALESSI ONE, Ludovica + Roberto Palomba on KARTELL BY LAUFEN, French designer Toan Nguyen on INO, star Munich designer Konstantin Grcic on VAL, and the latest award winning collection SONAR from internationally renowned Spanish designer Patricia Urquiola.

Especially with SaphirKeramik's incredible strength, the material could be manipulated to achieve previously unimaginable forms, and is applicable on washbasins and even sizable bathtubs. This malleable materials has allowed designers to express a weightless impression, whether they opt for linear and sharp geometries or sinuous with fluidity.

Those unique designs crafted by these masters have won the brand multiple prestigious awards, including iF Design Award Gold, Good Design Award, Red Dot Design Award and Design Plus Award.

KARTELL by LAUFEN



2 Italian designers Ludovica + Roberto Palomba injected vibrant colors to the angular designs. This series not only best known for its combination of acrylic and ceramics, but also for its intense tangerine palettes.

VAL series



Munich designer Konstantin Grcic designs are geometric and minimalism. The asymmetric basin shows more of a playful character. The raised part provides dry area for storage and placement. The 130cm free-standing circular bathtub design ideas come from Japanese soaking tubs.

INO series

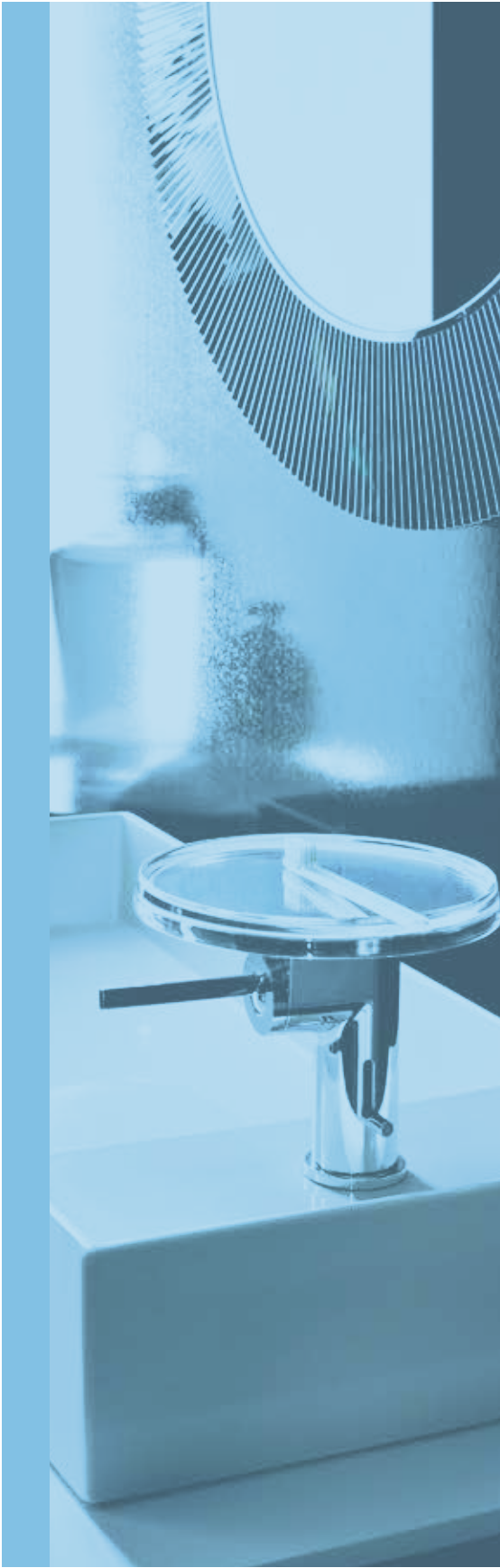


French designer Toan Nguyen gives a perfect balance on design and practicality. The shape of the INO bathtub almost resembles fluid itself. The gently extending edge subtly integrated headrest to ensure undisturbed relaxation.

Over a century of Swiss Bathroom Culture with global clientele

As the time when LAUFEN established in Switzerland in 1892, the brand was the only sanitary ceramics producer that exclusively manufactures in Europe. Until now, the brand's 7 factories are still located in central Europe. Even the acrylic and mineral cast materials for bathtubs are sourced in Poland to ensure quality.

With those efficient teams in 44 globe sales offices demonstrating its wide-spread popularity and very best customer services, LAUFEN products can be found in many significant residential and commercial buildings worldwide, just name a few, Tate Modern Art Gallery in London United Kingdom, The Stamford Residences and Reynell Terraces in Sidney Australia, Changi International Airport in Singapore, Olympic Stadium in Berlin Germany, Hungerburg Funicular in Innsbruck Austria, International Commerce Centre (ICC) in Central Hong Kong, and The Lily in Repulse Bay Hong Kong.





SPECIAL FEATURE

BACHMANN, Modern Integration of Power

Nowadays, kitchen not only serves for preparing food and washing dishes, but also is a place for social life. During cooking, People like chatting with friend online, watching videos, listening favorite songs... A safety, modern yet stylish power supply stripe system becomes necessity for modern kitchen.

German engineering - Safe Yet Stylish

Over 70-year of German engineering experiences and coupled with high quality materials, make BACHMANN power strips become perfect power integration. Alongside the production expertise at the production and development centers in Germany, Romania and China, BACHMANN has 30 sales offices and partner companies worldwide.

Its products have international safety standards approval, including CE, BS1363, BS5733, BS6396 and NE60950, which ensure the products will be safe and reliable. BACHMANN power stripe designs also have been awarded various international awards, such as iF Product Design Awards, Red Dot Design Awards, Good Design Awards, Architektur+Technik Innovation Awards and German Design Awards:

■ PIX - Design in a Nutshell

A colorful design which recently awarded The Interzum Award: Intelligent Material & Design 2017. "PIX emphasis on creating a highlight in the modern kitchen and living environment, which stands out in terms of color and offers maximum flexibility concerning functionality," adds Patrick Zimmermann, Head of Product Management at Bachmann GmbH.



▲ Low installation depth allows DUE to be compactly integrated to kitchen worktops, the wall or home furniture.



▲ DUE design is space-saving even when it opens

Whether in the office, kitchen, public lounges, at home or into the children's room: when used alone or in your chosen combination. The decorative rings are available in 8 various colors and can be changed over. An ingenious, swivel-mounted lid, providing protection from dust and dirt, is available as an option for PIX and can also be retrofitted.

■ DUE - Form and Function in a Duet

With its interchangeable covers, it can be color-coordinated to its surroundings or create accents as desired, even after installation.

The split cover allows DUE to be slid open as required, with a design that looks equally elegant when in use. The low mounting depth of approximately 45mm allows it to be compactly integrated into kitchen worktops, or the wall, or installed above drawers. The design was awarded German Design Award, Design Plus Award and Architektur+Technik Innovation Award.

■ POWER FRAME COVER - Elegant, Compact and Efficient

Combining compact dimensions with high-quality timeless design, POWER FRAME COVER opens up virtually unlimited application options that go far beyond the realm of workplaces.



▲ POWER FRAME COVER is the elegant and compact power and data supply solution, which easy to fit in home decoration



▲ Aluminum cover design protects power and data connections from dust & dirt.



▲ With its round, flat shape and minimalist appearance, the PIX meets design requirements for modern home



▲ Decorative rings are available in 8 various colors and interchangeable. More colorful, more joyful.

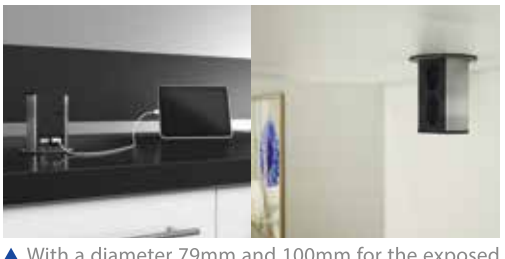
Awarded with both Good Design Award and German Design Award, POWER FRAME COVER has an attractive aluminum cover, designed for stylish living and work environments, which also protects power and data connections from dust and dirt. When the lid is fully open, both sides offer unimpeded access.

■ ELEVATOR - The Compact Socket Tower

ELEVATOR fits perfectly in any setting. With a diameter of 79 mm, ELEVATOR is ideal for integrating power and data connections in tiny spaces. The design is unobtrusive and the material is in high quality. The structure is stable, and it will not shake when lifting. Press down with your finger to raise ELEVATOR which provides socket & USB outlets in a very small space. The power strip is simply lowered again after use. Installation is incredibly simple. ELEVATOR is placed in a cut-out 79mm in diameter and secured to the furniture using a lock ring.

■ WIRELESS CHARGER Fs80 - Charge Smartphone at Lightning Speed

Easily and quickly integrated into the table or other furniture surfaces, the WIRELESS CHARGER allows the convenient loading of all Qi-enabled mobile devices and can charge them with 5V as standard.



▲ With a diameter 79mm and 100mm for the exposed power supply part, ELEVATOR fits perfectly in kitchen worktop, island kitchen, even install up-side down from the bottom of the hanging cabinet.



▲ No plugs, no irritating cables: the WIRELESS CHARGER Fs 80 enables all Qi-enabled mobile devices to be charged wirelessly.

And faster than ever: A special fast charging function (9V), in conjunction with the "Quick Charger" power supply unit, which makes your device ready for use at lightning speed. With a modern, discreet and at the same time high-quality surface made of black aluminum, the WIRELESS CHARGER blends harmoniously into almost any ambience. The charger can be installed completely tool-free in any surface with an 80 mm hole and a maximum desktop thickness of 50 mm.

Configurations Flexibility for Easy Mix & Match

Home is a place where ones can relax with family. This makes it even more important that this special place is exactly how you need it to be, whether in the kitchen, the living room or the bathroom.

BACHMANN products are configurable and characterized by a high level of individuality and flexibility. International socket types and various combinations on power and data usages are available. This can help you make your dream of a perfect home reality.



Do You Know...

Throughout the years, BACHMANN has attracted different clientele, from luxury hotels to latest-generation districts, and from skyscrapers to multinational headquarters, just named a few:

PHILIPS Headquarter in Hamburg Germany, Seamarq Hotel in Korea, Samsung Town in Seoul Korea. Minister of Law in Singapore, Singapore Institute of Technology in Singapore, Trade Executive Centre Taipei 101 in Taiwan, Porsche Centre in China, Kerry Logistic Centre in Hong Kong, Artisan House in Sai Yuen Lane Hong Kong, SKYPARK in Mongkok Hong Kong, Mount Pavilia in Tai Po Tsai Hong Kong, 8 Mount Nicholson in The Peak Hong Kong, 77 Peak Road Hong Kong, The Pavilia Bay in Tsuen Wan Hong Kong.





ABOUT the COMPANY

Nowadays, it's not easy to find a partner who is trustworthy, have market insight and expertise, plus can provide one stop shop solutions in the building materials industry. Alliance Ascent Holdings Limited is one of the rare choices.

Alliance Ascent was established in 2006. It is a leading distributor and supplier of high quality building materials in Hong Kong and Macau. Those talents in Management team are industry elites with over 20 years of in-trade experience.

Advocacy on "Total Solution" in Building Material Supplies

Alliance Ascent was found with a strong vision of providing "total solution" to customers, both in retail and project channels. We provide professional & value-added services to satisfy our valued customers through our various operating divisions, and support by strong customer base of reputable developers, architects, designers and engineers, contractors in Hong Kong and Macau.

With the courage to explore, innovate and enterprising spirit, Alliance Ascent aims to provide customers "total solution" for their kitchens, bathrooms and public washrooms. Through Alliance Ascent, customers can find the highest quality of building materials worldwide in one stop shop.

Support by Internationally Renowned Brands

Today, Alliance Ascent carries exclusively more than 10 internationally renowned building material brands that share the same business philosophies, long term vision and commitment, motivated and devoted to contribute for future developments hand-in-hand in close partnership manner:

▪ Kitchen Solutions

The company has top-quality kitchen brands around the world, including BACHMANN from Germany, 3M and INSINKERATOR from USA, KWC from Switzerland, NEWFORM from Italy.

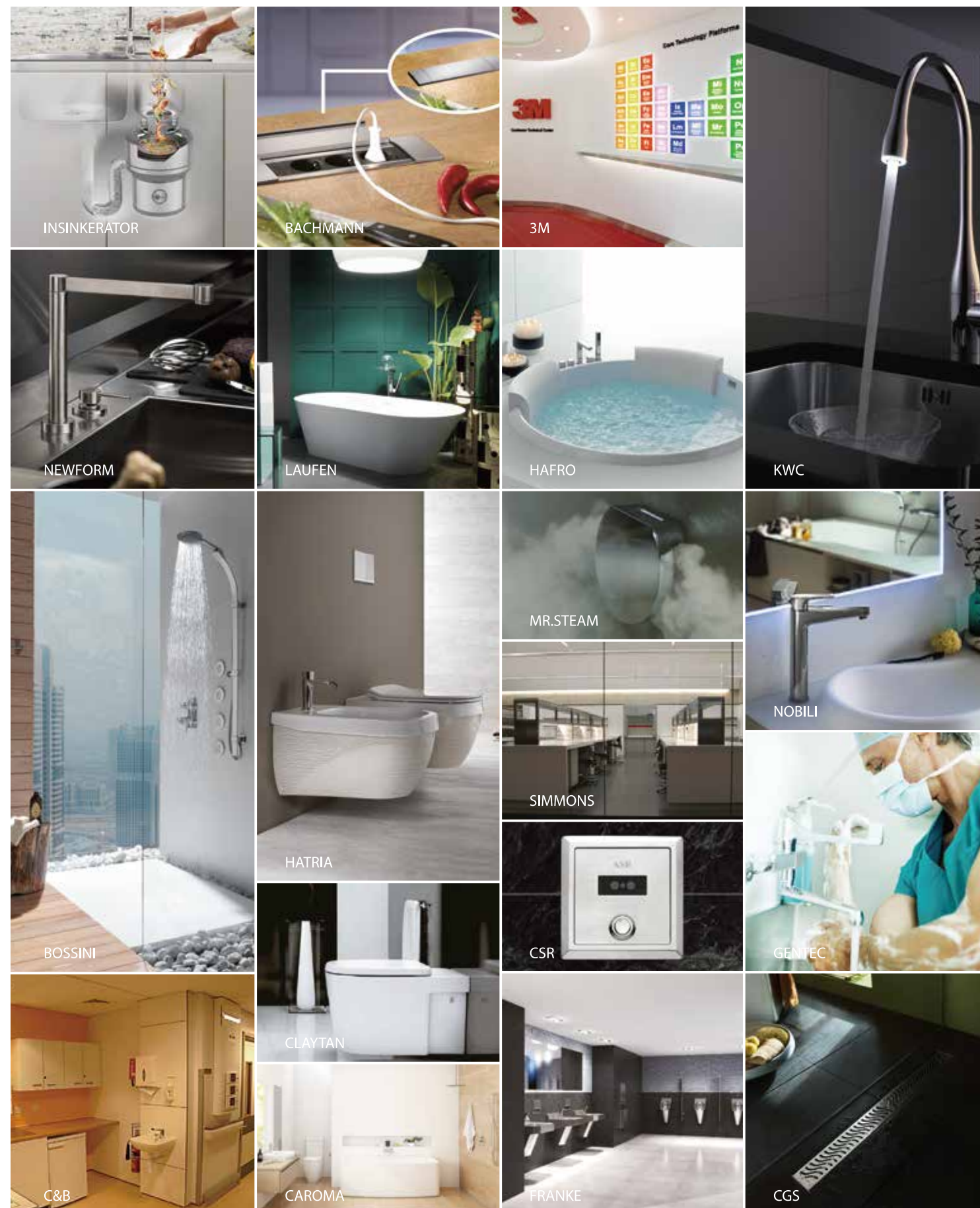
▪ Bathroom Solutions

The company also has the world class sanitary wares brands provide customers with high quality and functions in one-stop solutions: BOSSINI from Italy, CAROMA from Australia, CGS from Italy, CLAYTAN from Malaysia, CISAL from Italy, HAFRO and HATRIA from Italy, LAUFEN from Switzerland, MR.STEAM from USA, NEWFORM and NOBILI from Italy.

▪ Washroom / Institutional Solutions

Hygiene, safety, reliability and cost efficiency are the greatest concerns for public washroom or institutional applications. Alliance Ascent brings to HK world class professionals: C&B from UK, CLAYTAN from Malaysia, CSR from China, FRANKE from Switzerland, GENTEC from Australia and SIMMONS from UK.

With the expertise skills and valuable market insight, in addition to the supports by those internally renowned brands, Alliance Ascent has gained significant recognition in the market. This can be reflected through the projects that the company awarded throughout the years.





PROJECTSHOWCASES

Project Name:
Lot T/T1 (Le Marina)
The Orient Pearl District, Novos Aterros da Areia Preta, Macau

Developer:
Polytec Asset Holdings Limited

Awarded Items:

Kitchen -

- **FRANKE Step Sink with Chopping Board and Colander set**
- **NEWFORM Up & Down Sink Mixer**

Bathroom -

- **NOBILI Basin Mixer**
- **NOBILI concealed Bath and Shower Mixer**
- **EMMEVI Bath Spout**
- **BOSSINI Shower Set**
- **EMMEVI Wall Union**
- **VIVO Paper Holder**
- **VIVO Single Robe Hook**
- **VIVO Double Bath Towel Shelf**
- **VIVO Towel Ring**

Project Lot T/T1 is one of the biggest private residential projects with total 2,747 units in Macau. The Developer, Polytec Asset Holdings Limited (Stock Code: 208), daughter company of Kowloon Development Company Limited (Stock code: 34), is one of the leading developer in Macau.

In this project, Alliance Ascent has not only supplied quality products for kitchens and bathrooms, but also professional custom-made solutions to the project under team expertise.



All the kitchen awarded items were specially create to serve the customer special needs:

For FRANKE sink with and accessories:

1. The sink is custom-sized to fit the kitchen design.
2. The location of the tap-hole and waste set are customized to fit with other appliances installed under the sink.
3. Thickness of the chopping board is custom made in order to align with counter top level, to maximize usable space for end users.
4. Chopping board was designed with hand pull and engraved water channel for easy gripping and avoid water overflow.
5. Colander was finely polished to avoid cuts. Also rubber strip has been added into the contact point to prevent potential scratches.
6. Chopping board and colander were custom-sized to match perfectly with the sink dimensions.
7. The sink rim was widened to allow maximize flexibility for colander and chopping board to slide.



▲ The sink is custom-sized and the location of the tap hole and waste set are customized to fit with the kitchen design



▲ Specially swivel spout design, can be fully covered up by chopping board and colander for maximum counter top usage and aesthetic look

For NEWFORM Up & Down Sink Mixer :

1. 100% made in Italy.
2. Specially swivel spout design, can be fully covered up by chopping board and colander for maximum counter top usage and aesthetic look.
3. Custom made of spout height, supply hose length and connection size to fit the project needs.
4. Unique design of spout with natural magnet, improves greatly the spout stability, reliability and lifetime verses traditional O-ring structure.

Alliance Ascent also based on the customer requests to tailor-made the faucet height, the swivel mousseur and extractable spout. Although those items haven't been used in the project finally, these still marked a significant proof that the company expertise and creative services are always serve customer special needs.



PROJECT REFERENCES

Alliance Ascent aims to provide innovative and competitive total solutions to various projects, recent ones include:

- ▼ Projects: **ARTISAN HOUSE, Sai Yuen Lane / BOHEMIAN HOUSE, Sheung Wan / FLEUR PAVILION, North Point / MOUNT PAVILIA, Tai Po Tsai / PARK HILL, Yuen Long / PARK VILLA, Yuen Long / SKYPARK, Mongkok / THE PARK VILLE, Tuen Mun / THE PAVILIA BAY, Tsuen Wan**
Developer: **New World Development Co. Ltd.**
Awarded Item: **BACHMANN Power Frame & Power Frame Cover**



- ▼ Project: **LOHAS 6, Tseung Kwan O**
Developer: **MTR Corporation & Nan Fung Group**
Awarded Item: **NEWFORM X-Trend Deck Mounted Sink Mixer**



- ▼ Project: **77 Peak Road, The Peak**
Developer: **Wheelock Properties (HK) Ltd**
Awarded Items: **MR.STEAM Steam Shower System, Audio speakers, Chroma Therapy systems**



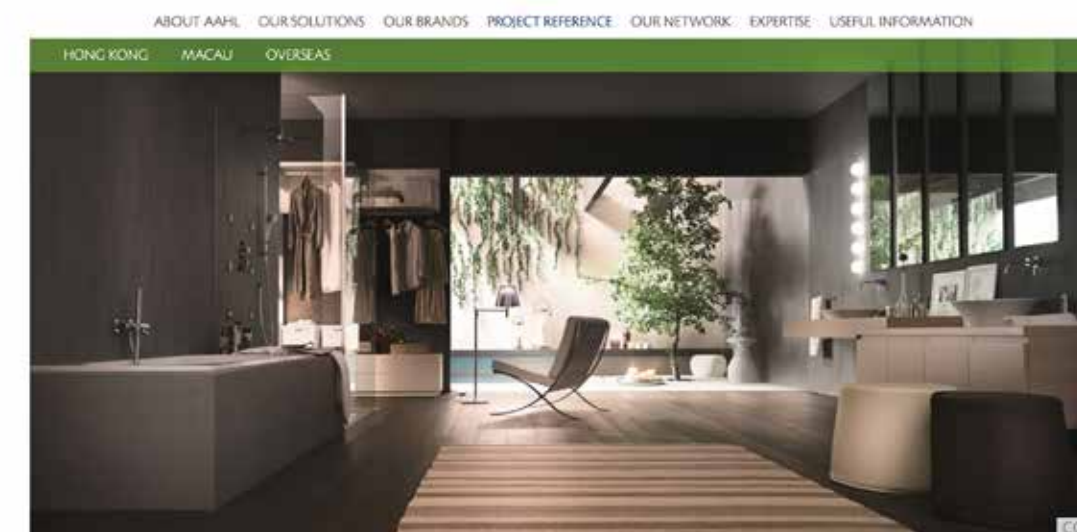
- ▼ Project: **6-22 Chung Ching Street**
Developer: **Henderson Land Development Company Limited**
Awarded Item: **LAUFEN Living Wash Basin**



NEWS & UPDATES

Alliance Ascent understands customers' needs and wants in this ever changing market. Not only quality of life and high price / performance ratio that you are looking for, but also hassle free and trustworthy after-sales services.

With the courage to explore, innovate and enterprising spirit, Alliance Ascent Holdings Ltd aims to provide "total solution" to customers for their kitchens, bathrooms and public washrooms. Through Alliance Ascent Holdings Ltd, customers can find the highest quality of building materials worldwide in one stop shop.



Hong Kong



Through our website, you can find the quality brands that we are representing from worldwide and their product highlights in a fingertip. You may also like to surf on the various project references we have been achieving.

Visit www.allianceascent.com today and you will find out more!





Customer Service Hotline: (852) 2372 9901

www.allianceascent.com

