

Press Release Qtoo Collection

d line extends its sanitary ware offer, with the high-quality, aesthetically clean Qtoo Collection of bathroom and kitchen taps, shower fixtures and sanitary accessories

Copenhagen, 31 August 2020

The heritage Danish design brand d line – long chosen by architects for the enduring design and minimal aesthetic of its architectural ironmongery, sanitary ware and barrier-free solutions – has extended its offer, with the acquisition of Danish sanitary ware company, Qtoo.

The result is a product extension into taps, shower fixtures and sanitary accessories, encompassing the pared back, perfectly balanced d line aesthetic across bathroom and kitchen categories – an aesthetic characterised by the combination of clean lines and curved details set by designer Knud Holscher, with the 1971 launch of the first d line collection of door levers.

Presented within the d line offer as the Qtoo Collection, the new products fold seamlessly into the brand's existing, because every Qtoo piece behaves in a similar way: their minimal aesthetic, curved details and high-quality, resilient material mean they can be mixed and matched with everything across the brand, to achieve a unique look that's always perfectly cohesive.

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On design

Precision-designed to the simple ethos of: 'form follows function', the Qtoo Collection is founded on an established collaboration with award-winning Danish design studio, Hans Thyge & Co. The pieces blend minimalistic silhouettes with innovative ideas, balancing soft, feminine shapes with perfectly composed geometric lines.

On mixing and matching

The Qtoo Collection works across spaces in alignment with both the aesthetic and foundational flexible thinking of the d line range, which has itself been systematically built over nearly 50 years, to work completely and cohesively across collections and categories. Every Qtoo tap, shower fixture and sanitary ware accessory can be combined – both with others in the Qtoo Collection, and with pieces from the wider d line offer. Because of this, the spaces the pieces occupy achieve an effortlessly uniform look from multiple combinations, every single time.

On sustainable standards

In order to be considered for the d line family, the Qtoo Collection's sustainability profile was analysed to ensure it met the high standards the brand insists on in this area. The Qtoo products are formed of 100% recyclable materials, they're highly resilient and long-life, they have a zero-chemicals production profile and no contaminating surface treatments and lower levels of heavy metals. Combined with reduced water consumption thanks to integrated air mixers as standard across all taps, each is also CSA-certified and conforms to the California Code, meaning they live up to strict water-conservation standards.

On quality, safety and health – guaranteed

Bathrooms can be forbidding environments for jointed products, which is why marine-grade stainless steel has been used for the Qtoo Collection – just as it is across the wider d line

sanitary ware. The material is highly resilient to humidity and the harsh cleaning products required to maintain hygiene and can withstand these aggressors in high-traffic situations, such as coastal areas and wellness spas.

The design thinking behind the products also stands up to extreme situations, with anti-scald features in shower fixtures to safeguard families with children and taps that orientate in a 'down' position when off, to protect against water running into the fixture and causing limescale build-up.

Lead-free, allergy-friendly and GDV- and NSF/ANS161-certified to ensure lower levels of heavy metals, the Qtoo Collection pieces are clean not only of line, but importantly also of output. Prioritising health, they promise extraordinarily clean water from every tap, because of reduced heavy metals content.

Each tap and shower fixture in the collection is formed in the Qtoo factory to rigorous quality control protocols, including joints that are leakage-tested at 15 bar. This is why each and every piece comes with a 10-year guarantee.

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Select quotes

From Paul Martin dip g.a.i

Managing Director, d line UK & Ireland

"At d line, we embrace simple design and let the product do the talking. The addition of Qtoo to our portfolio follows the same expression and minimalistic idealism that weaves the fabric of our business together. As people, we touch very few materials within buildings, but with our products at d line, there's always an interaction. This also applies to this new collection."

"The quality of the Qtoo Collection, designed in solid stainless steel – a material made in high-end marine-grade AISI 316 – now sits perfectly beside our original Knud Holscher Collection, as a new companion."

From Finn Thor Pedersen

Regional Manager, d line Nordics

"We've been looking into the area of exclusive bathroom taps for many years at d line. So, to add Qtoo to our range as a collection is a great extension to our hardware, sanitary and barrier-free offer. Qtoo products aren't just high quality, they differentiate from other known tap brands because no one else produces a complete tap externally in AISI 316 stainless steel. We find this surprising, given how familiar we are with the quality and strength of AISI 316, and knowing all the advantages of using it in bathroom spaces."

"Qtoo has looked into how it could raise the bar in its category, in terms quality, installation and maintenance, so it really aligns with our philosophy and principles at d line. The red thread that already existed between all our collections has become more extensive. When you enter a house, it's now possible for more of its products to be connected."

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About d line

d line is a heritage Danish design brand conceiving and hand crafting enduring architectural hardware, sanitary ware and solutions for barrier-free living.

Launched in 1971 with the coordinated line of stainless steel architectural products Knud Holscher created for St Catherine's College Oxford, d line has since collaborated with iconic Danish designers including Arne Jacobsen. The brand's ambition is to be universally known, coveted and admired for the uncompromising endurance of its design, craftsmanship and quality.

About the Qtoo Collection

The Qtoo Collection is of high-quality, aesthetically clean bathroom taps, showerheads and sanitary accessories, all precision-designed to one simple guiding ethos of: 'form follows function'.

Created through on an established collaboration with Danish design studio, Hans Thyge & Co., each Qtoo piece blends a minimalistic silhouette with innovative ideas, balancing soft, feminine shapes with perfectly composed geometric lines.

The Qtoo Collection is part of the heritage Danish design brand d line, with which it shares a strong focus on sustainability and the transcendence of trends, through pieces formed of highly resilient, marine-quality AISI 316 stainless steel. The products also have a special focus on health, guaranteeing extraordinarily clean water that contains lower levels of heavy metals.

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Notes to editors

The Qtoo Collection will be available from d line from 31 August 2020.

Collection USPs:

- The Qtoo Collection is founded on an established collaboration with award-winning Danish design studio, Hans Thyge & Co.
- 10-year guarantee
- High quality stainless steel AISI 316
- Joints in all taps and shower fixtures are leakage-tested at 15 bar
- Lead-free and allergy-friendly
- GDV- and NSF/ANS161-certified, ensuring lower levels of heavy metals in water.

Links

d line: dline.com

Qtoo Collection: <https://dline.com/collections/qtoo-collection/>

Contact

Line Ehlers Krogh, Marketing Manager

T: +45 28 93 91 96

E: lek@dline.com

W: dline.com