

NEWS RELEASE



For Immediate Release

BRADLEY’S TOUCHLESS NEXT GENERATION WASHBAR® WINS PRESTIGIOUS 2020 GOOD DESIGN AWARD

MENOMONEE FALLS, Wis., (January 19, 2021) — The completely touchless all-in-one [Next Generation WashBar®](#) by Bradley Corp., innovator of touch-free handwashing products for 100 years, has received the prominent 2020 [GOOD DESIGN®](#) Award. The internationally recognized award is presented by [The Chicago Athenaeum: Museum of Architecture and Design](#) in cooperation with the [European Centre for Architecture Art Design and Urban Studies](#). Next Generation WashBar earned a winning designation in GOOD DESIGN’s [Bath/Accessories](#) category.

Next Generation WashBar is the newest model of Bradley’s innovative touch-free WashBar® series. The latest design delivers advanced touchless clean+rinse+dry technology along with an ultra-modern, edgier profile that improves hygiene and elevates the look of today’s commercial washrooms.

The Next Generation model features a thin, L-shaped design that gives the feel the all-in-one fixture is floating above the sink. With only one connection point to the sink, the unique design provides more open space for easier cleaning while providing a striking design element.

GOOD DESIGN is renowned as the world's most prestigious and oldest product design award program. Founded in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann Jr., GOOD DESIGN recognizes outstanding product design, innovation and sustainability among new consumer products designed and manufactured in Europe, Asia, Africa, and North and South America.

“Bradley is honored to have won the prestigious 2021 GOOD DESIGN Award for Next Generation WashBar,” said Jon Dommissie, director of global strategy and corporate development, Bradley Corp. “The WashBar series has been a gamechanger for our customers in terms of its touch-free functionality, cleanliness and maintenance. We designed the Next Generation WashBar to build on those benefits with a streamlined aesthetic that makes a

statement in restrooms. Its superslim angular shape – complemented by its flat top surface – reflects modern architecture and interior design.

New iconic profile delivers high-tech hand hygiene

Designed to enhance all the fundamentals of handwashing, the Next Generation WashBar combines touch-free soap, water and dryer. The durable chrome-plated cast alloy fixture features LED lighting to visually orient the user through the handwashing process with easy-to-identify icons on top of the bar. Using a bowl designed to work with the fixture keeps water in the bowl to avoid splashing outside the basin onto the floor, walls or user, improving washroom cleanliness and safety. Its integration of soap, water and dryer into one sleek fixture eliminates deck and washroom clutter.

In 2021, Bradley adds [five new beautiful finishes](#) to its entire WashBar series to complement every designer's vision for washroom design.

In addition to GOOD DESIGN, Next Generation WashBar has been recognized with seven other product design awards in 2020.

Celebrating its 100th anniversary in 2021, [Bradley](#) has created the most advanced, coordinated commercial washrooms and comprehensive emergency safety solutions that make public environments hygienic and safe. Dedicated to innovating healthy handwashing technologies, Bradley is the industry's leading source for the most sanitary multi-function touchless handwashing and drying fixtures. Washroom accessories, partitions, solid plastic lockers, as well as emergency safety fixtures and electric tankless heaters for industrial applications round out its product offerings. Headquartered in Menomonee Falls, Wis., USA, Bradley serves commercial, institutional and industrial building markets worldwide. www.bradleycorp.com.

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