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**The Odin™ Bath Collection by Brizo® Brings Scandinavian Inspiration to the Bath**  
*Streamlined Collection Features Intuitive SmartTouchPlus™ and TempIQ® Technologies*

**INDIANAPOLIS** – Named for the Norse god of wisdom and magic, the Odin™ Bath Collection by Brizo® features a range of products and technologies that are designed to surprise and delight. Included in this broad suite is a one-of-a-kind electronic lavatory faucet with SmartTouchPlus® and TempIQ® technologies and a subtle cross-shaped single-handle lavatory faucet with optional SmartTouchPlus® Technology.

“The demand for single-hole faucets continue to grow and our electronic and single-handle models deliver on homeowners’ desire to streamline their vanity space,” said Sarah Schlifke, Brizo product manager. “Available with SmartTouchPlus® Technology, as well as TempIQ® Technology on the electronic model, this offering brings convenience and a sense of luxury to the bath.”

SmartTouchPlus® Technology allows users to start and stop the flow of water with a simple touch anywhere on the spout or handle of the faucet once the handle has been moved to an on position. For a more intuitive experience, its Hands-Free Mode activates the flow of water using proximity sensing when hands are anywhere within 4” of the faucet. When paired with TempID™ Technology, an LED light at the base of the faucet changes from blue to magenta to red, visually indicating the temperature of the water to the user.

Influenced by Scandinavian design, the clean lines of the Odin™ bath collection are complemented by a smooth laminar flow, delivering an elegant stream of water to soothe and calm the senses.

**About the Odin™ Bath Collection:**

- Full collection of bath products with coordinating accessories and lighting, including:
  - Single-handle, single-hole electronic lavatory faucet featuring SmartTouchPlus™ Technology with TempID™ and TempIQ® Temperature Sensing Technology
  - Single-handle, single-hole lavatory with optional SmartTouchPlus™ Technology with TempID™ Widespread lavatory
  - Wallmount lavatory
  - 3- and 4-hole Roman tubs
  - Single-handle floor mount freestanding tub filler with handshower
  - Bidet
  - Pressure Balance and TempAssure® Thermostatic tub/shower and custom shower trims
  - Sensori® custom shower trims
  - Slide bar and wall mount handshowers with H<sub>2</sub>Okinetic® Technology
  - Wall mount showerhead with H<sub>2</sub>Okinetic® Technology
  - Full line of matching accessories including a light sconce, drawer knobs and drawer pulls
- H<sub>2</sub>Okinetic® Technology

- The science behind H<sub>2</sub>Okinetic<sup>®</sup> Technology creates a shower experience like no other. Each showerhead, handshower and body spray with H<sub>2</sub>Okinetic<sup>®</sup> Technology contain an internal system that controls the speed, movement and droplet size of the water, which creates the feeling of more water than a standard shower flowing at the same rate.
- WaterSense<sup>®</sup> Labeled<sup>1</sup>
  - All lavatories in this collection meet or exceed WaterSense requirements, and are available with a flow rate of 1.2 or 1.5 gallons per minute (gpm).
- Variety of Available Finishes
  - All products in this collection are available in *Brilliance*<sup>®</sup> Brushed Nickel and Polished Chrome finishes. The single-handle model is also offered in Polished Matte Black/Polished Chrome and Matte Black/*Brilliance*<sup>®</sup> Brushed Nickel/ split finishes.
  - The products in this collection are also available in a Matte Black finish, when purchased as part of the Jason Wu for Brizo™ bath collection.

For more information about Brizo kitchen and bath products or to locate a dealer, visit [brizo.com](http://brizo.com).

### **About the Brizo<sup>®</sup> Brand**

Brizo is a luxury fittings brand for those who understand that fashion isn't only about the clothes they wear – it's a lifestyle. The Brizo product team designs and crafts distinctive kitchen and bath suites that artfully blend form and function, transforming minds, moods and spaces. This approach has elevated the Brizo brand and its fashion-forward collections, many of which have been recognized by various outlets and organizations, including Design Journal with its Adex Gold Award™ and the Red Dot Award™. Rooted in fashion and design, the Brizo brand has been a primary sponsor for fashion designer Jason Wu since 2006 and a national sponsor of the St. Jude Dream Home<sup>®</sup> Giveaway since 2010. Brizo is the luxury brand of fittings and accessories within the portfolio of Delta Faucet Company, a WaterSense<sup>®</sup> manufacturer partner of the U.S. Environmental Protection Agency. Brizo products are available exclusively through fine kitchen and bath showrooms. For more information or to locate a showroom, visit [www.brizo.com](http://www.brizo.com) or call 877-345-BRIZO (2749).

### **Links to additional resources**

[About Odin Bath Collection](#)

[Brizo Online Press Room](#)

[About Masco](#)

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<sup>1</sup> WaterSense is a registered trademark of the U.S. Environmental Protection Agency.