

Joseph<sup>®</sup>  
Joseph

**Bathroom**

Inventive. Hygienic. Organised.



## 2 Introduction

# Small space. Big challenge.

When it comes to cleaning and organisation, the smallest room in the house can often throw up the biggest challenges.

Daily personal hygiene routines all create mess and require a wide variety of toiletry and grooming items to perform. Limited space, permanent wet zones and hard-to-clean areas are just some of the problems faced.

Bathrooms can easily become messy, disorganised environments and there's no shortage of products available to help.

But do any of these items really address the problems or merely add to it? For example, many toothbrush holders can be impractical, cumbersome or difficult to clean. Sometimes they can be all three.

At Joseph Joseph we don't just design products for the sake of it. Everything we create has to have a real, practical purpose that makes something easier, quicker or more enjoyable. For us, if it's not brilliantly useful, it's useless.

Our research in the bathroom category showed us quite quickly that the most common problem areas were:

- Storage & organisation
- Cleaning & hygiene
- Waste & recycling

With this in mind we set about creating a range of products that would provide some truly innovative solutions to these challenges.





**SOAP DISHES**

Space inefficient; messy; hard to clean

**TOILET BRUSHES**

Clog with dirt; drip on the floor; ineffective

**WASTE BINS**

Not designed for recycling; unsightly

## 4 Product range Spring 2020

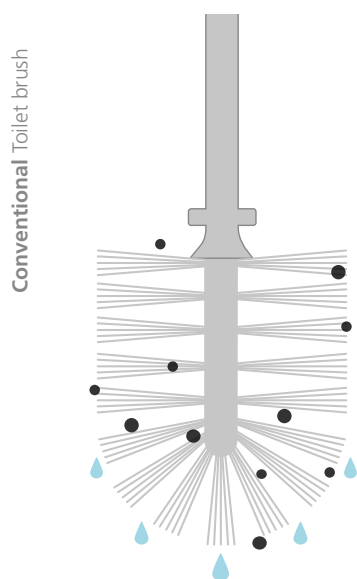
### Flex™ Toilet Brush

Design registered

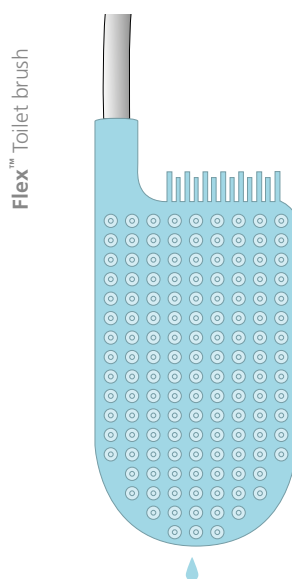
Conventional toilet brushes hold dirt and liquid, making them messy and unhygienic to use and clean. Also their bristles can distort and wear, meaning they need to be replaced regularly. Flex™ is a revolutionary toilet brush designed to solve all these problems. It features a flexible, D-shaped head that reaches all areas, even under the rim. It has widely spaced bristles that prevent dirt clogging, allow liquid to drain quickly and are more durable than conventional-style bristles.

Flex™ is available in two versions. The first comes with a slimline holder for neat, hygienic storage; the second - Flex™ Plus - features a holder with a discrete, storage caddy, for keeping cleaning products or aerosols out of sight.

Brush and holder - clean with bleach or hot soapy water.



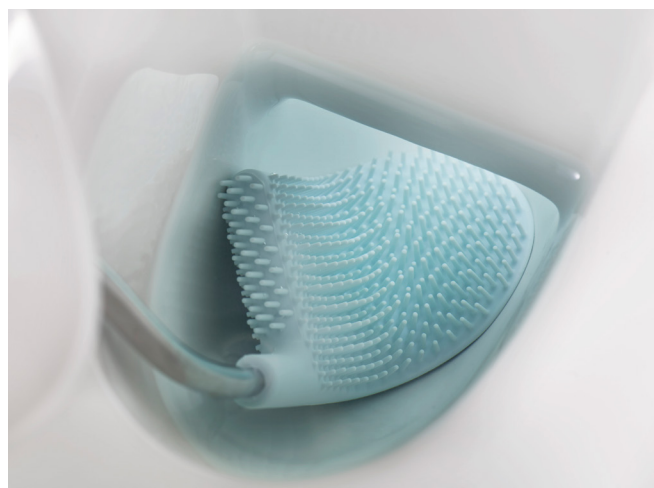
- ❌ Hard to reach all areas
- ❌ Drips between cleaning and storing
- ❌ Clogs easily and hard to clean
- ❌ Bristles distort over time



- ✅ Unique flexible design reaches all areas, even under the rim
- ✅ Anti-drip: less dripping between cleaning and storing
- ✅ Anti-clog: wide bristle spacing ensures dirt rinses off easily
- ✅ Durable bristles



More hygienic. Reaches all areas. Effective cleaning



## TOILET



NEW

**Flex™ Store**  
Toilet brush with extra-large caddy  
**(70536)** Blue



NEW

**Flex™ Store**  
Toilet brush with extra-large caddy  
**(70537)** Grey



NEW

**Flex™ Wall**  
Wall-mounted toilet brush  
**(70528)** White



**Flex™ Steel**  
Toilet brush  
**(70517)** Stainless steel



**Flex™**  
Toilet brush  
**(70506)** Blue



**Flex™**  
Toilet brush  
**(70515)** Grey



**Flex™ Plus**  
Toilet brush with caddy  
**(70507)** Blue



**Flex™ Plus**  
Toilet brush with caddy  
**(70516)** Grey



**EasyStore™**  
Toilet paper stand  
**(70518)**



**EasyStore™ Plus**  
Toilet paper stand with  
Flex™ toilet brush  
**(70519)**



NEW

**EasyStore™ Steel**  
Wall-mounted toilet roll holder  
**(70529)**

## 6 Product range Spring 2020

### SINK & VANITY

NEW



**EasyStore™ Steel**  
Toothbrush caddy  
(70530) White

NEW



**EasyStore™ Steel**  
Large toothbrush caddy  
(70531) White

NEW



**Presto™ Steel**  
Hygienic soap dispenser  
(70532) White

NEW



**Slim™ Steel**  
Compact soap dish  
(70533) White



**Slim™**  
Compact soap pump  
(70503) Blue



**Slim™**  
Compact soap pump  
(70512) Grey



**Slim™**  
Compact soap dish  
(70502) Blue



**Slim™**  
Compact soap dish  
(70511) Grey



**EasyStore™**  
Toothbrush caddy  
(70500) Blue



**EasyStore™**  
Toothbrush caddy  
(70509) Grey



**EasyStore™**  
Large toothbrush caddy  
(70501) Blue



**EasyStore™**  
Large toothbrush caddy  
(70510) Grey



**EasyStore™**  
Bathroom caddy  
(70504) Blue



**EasyStore™**  
Bathroom caddy  
(70513) Grey

### WASTE & RECYCLING



**Split™ 6 Steel**  
Recycler  
(70520)



**Split™ 8**  
Recycler  
(70505) Blue



**Split™ 8**  
Recycler  
(70514) Grey

### SHOWER

NEW



**EasyStore™**  
Compact shower squeegee  
(70535) Grey

# Joseph Joseph



*Antony & Richard Joseph*

## It all started with a chopping board

When twin brothers and product designers Antony and Richard Joseph founded Joseph Joseph in 2003, their very first products were a range of colourful glass chopping boards. Since then, the brand has built a reputation as one of the world's most innovative housewares brands. Their ability to blend inventive design with contemporary styling and a distinctive use of colour is unique within the industry.

## World-class UK design team

Joseph Joseph's head office in the centre of London houses a state-of-the-art design studio with a highly skilled in-house team that work with leading UK product design agencies.

Since 2003 the business has won numerous accolades and awards that include 14 Reddot Design Awards and two Queen's Awards for Enterprise, presented by HRH The Princess Royal.



reddot design award



## Brilliantly Useful Design

At Joseph Joseph we love solving everyday problems through intelligent design. Be it for the kitchen, bathroom or utility room we apply the same inventive thinking to everything we do. Our mission is to create desirable products that enhance everyday life and that stay true to our philosophy of creating *Brilliantly Useful Design*.



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