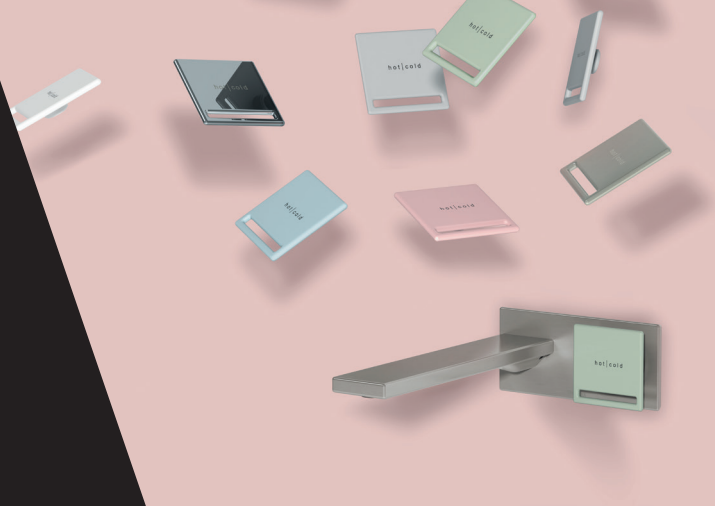




**PHOENIX**  
TAPWARE, SHOWERS & ACCESSORIES



## Phoenix launches 'Zimi' for bathroom fashionistas.

Award-winning bathroom and kitchen brand, Phoenix is excited to launch 'Zimi'. With Phoenix's largest finishes palette offered to date, Zimi is the next level in glamour and the choice for full customisability, allowing for the perfect on-trend look in the bathroom and kitchen.

Proudly designed in Australia, Zimi is Phoenix's most versatile collection to date, with 27 colour and finishing combinations available across a unique range of mixer taps, shower mixers and outlets. Zimi offers on-trend colour combinations, from the most in vogue colourings through to timeless classic pairings.

The Zimi colour options include three distinct styles – neutrals, pastel colours and complementary metallics, creating a great way to personalise the home through mixing and matching colours and finishes.

The handle colours available are Chrome, Brushed Nickel, Matte Black, Matte White, Cool Grey, Oatmeal, Blush Pink, Sage Green, and Powder Blue, while the fixture bases are finished in Chrome, Brushed Nickel or Matte Black.

**"Extensive colour research went into the final selection including European design trends forecasting. The Zimi range is perfect for consumers to inject their individual personality."**

*Chantelle Malone, Phoenix Marketing Manager*

Best of all, the handles are easily interchangeable with the bases without needing a plumber, allowing for flexibility and customisation at an affordable price point. Like all of Phoenix's products, the entire range of colours and finishes are stocked in its warehouses around Australia.

The iconic design of Zimi is best characterised by its thin, flat profile. The flat handle seamlessly integrates with the slender outlet, as part of the basin mixer design, featuring an overall sophisticated shape that harmonises substance with elegance and refinement.

### AVAILABLE BASE FINISHES



Chrome



Brushed Nickel



Matte Black

### AVAILABLE HANDLE FINISHES (handles sold separately)



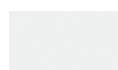
Chrome



Brushed Nickel



Matte Black



Matte White



Cool Grey



Oatmeal



Blush Pink



Sage Green



Powder Blue



Sink Mixer

Basin Mixer

Wall Basin / Bath Mixer Set

Twin Shower / Wall Mixer

## PRESS RELEASE June 2019

**"Square, but not sharp. Trim details and edging were refined to create the illusion of thin."**

*Ban Liu, Phoenix Senior Designer*

After drawing on his extensive knowledge of casting and the manufacturing process, Liu's design also encompassed multiple workshops to perfect the design development, including achieving the perfect balance between the handle and rest of the fixture. The Zimi range emerged with super fine detailing including an ultra-fine 10mm spout height.

The range of tapware products available include:

- Zimi Sink Mixer
- Zimi Basin Mixer
- Zimi Vessel Mixer
- Zimi Shower / Wall Mixer
- Zimi Twin Shower / Wall Mixer
- Zimi Wall Basin / Bath Mixer Set 200mm
- Zimi Wall Basin Outlet 200mm
- Zimi Wall Bath Outlet 200mm

Due to the various colour and finishing options, handles will be packaged separately to the rest of the tapware.

Phoenix Tapware proudly offers high quality, durable products designed in Australia. Zimi includes an extensive warranty with a 15-year warranty period on the cartridge, 7 years on products, parts or finishes and 1 year on labour.

The year 2019 is a large milestone for Phoenix Tapware as the company celebrates 30 years of operation. Phoenix has become a beacon for Australian designer bathroom, kitchen and laundry products and has been widely recognised for innovation and excellence within the Australian plumbing industry.

For hi-res product and lifestyle images of the Zimi collection, please visit the [Dropbox link here](#).

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