

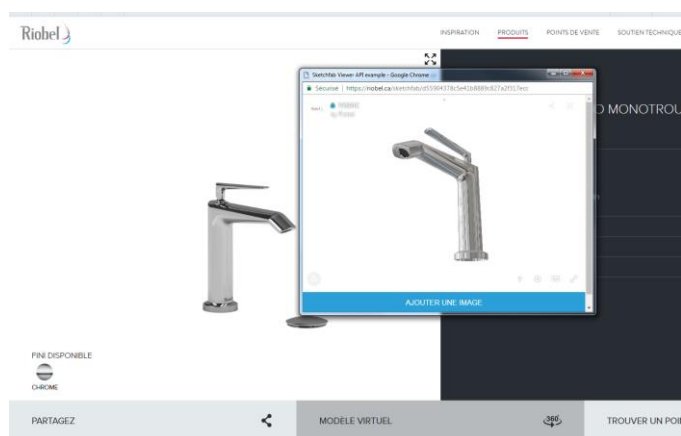


**Press release
For immediate release**

Riobel launches an innovative new 3D modeling feature on its website

Saint-Jérôme, Quebec, Canada, January 30, 2017 — When it comes to faucet and shower system design, Riobel has always been at the cutting edge of trends and state-of-the-art technology. The company is officially launching a 3D virtual model option on its website, riobel.ca. Users can now use 360-degree, 3D modeling technology to view all single-hole bathroom faucets, 8-inch center faucets, and kitchen faucets on the site. Users can also superimpose the Riobel faucet on an uploaded photo of either their own kitchen or bathroom, or a vanity or kitchen sink they're interested in, and see the final result in 3D. This feature has been enormously successful since it went live in mid-December.

The option to superimpose faucets on background photos is also available on the mobile site.



360-degree, 3D modeling



Display with an uploaded background



About Riobel

Based in Montreal, Canada Riobel was born out of a vision of innovation and contemporary style. Riobel takes an industry-leading and progressive approach to design, marrying brilliant function with modern simplicity and elegance.

Driven by a deep understanding of consumer needs, Riobel continually seeks to hone their solutions through a combination of modeling and state-of-the-art testing. This quest is fueled by a passion to honor the principles of distinctive design. The result is a superior experience, where refined aesthetics serve a purpose and make a distinctive, modern statement

In 2014, Riobel opened the first institution dedicated to teaching and training in faucet and shower systems: Riobel Academy. Its mission is to showcase the brand's efficient and high-performance products. At the Academy, trainers teach the mechanics of faucets in the company's technical center and in a classroom equipped with a wall of roughs and interactive learning tools. The training program can be customized for diverse participants, including plumbers, designers, sales professionals, and plumbing students.

Riobel Academy is the leading training resource on faucet and shower systems in Canada.

Riobel: Brilliantly Modern.

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