

DESIGNED TO LAST



DESIGNED TO SUCCEED

Analysis of brackets in a wide range of seats showed that components and construction were cheap. The seats themselves were often made of hollow plastic, susceptible to cracking and staining. They all seemed designed to fail.

The quest began for a bracket system that would never have any lateral movement, never break. It required advanced computer aided design and simulation, materials technology and months of work by the innovation-inspired design team.

Stress testing of prototypes was ruthless - from being run over by a truck to 10 years of every day use in hospitals and universities. Not a single failure was found. Designed to succeed, the seat was branded The Emperor and went into production.

WE SHALL NOT BE MOVED

What distinguishes the Emperor is a combination of quality of materials and originality in design.

All the bracket components are high specification aluminium and stainless steel. So they don't corrode or weaken.

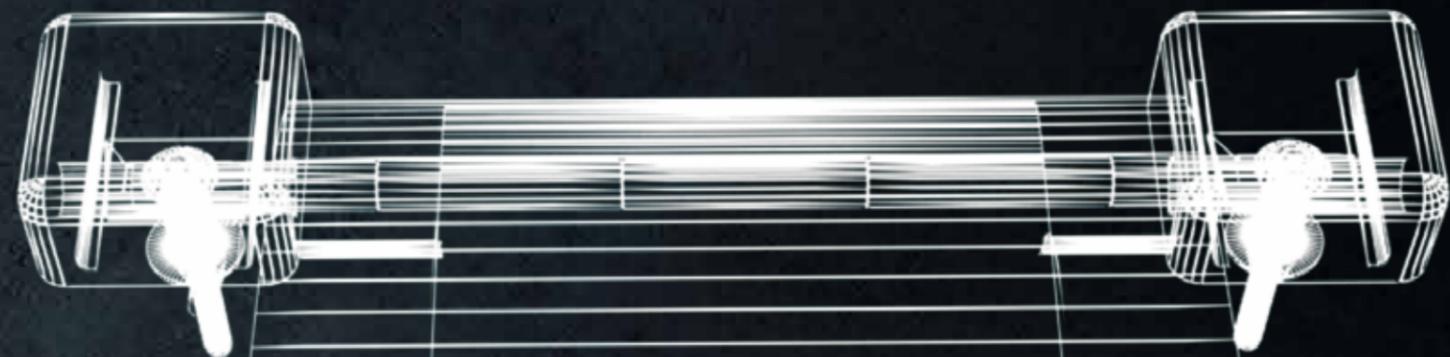
Our unique patented Brilliant-Seat-Bracket System™ is conceived and constructed for no fatigue-inducing lateral movement. Which makes it unique on the world market. The secret being the use of finest quality materials combined with precision engineered components.

PERFECT ALL-ROUND PERFORMANCE

The system can only perform perfectly if it is produced to the finest of tolerances. That's why quality determines every stage of its manufacture by skilled engineers using advanced CNC (computerised numerical control) machinery.

When assembled, the bracket system won't budge a millimetre. Not only will it stay the course, it will stay looking at its best – no fading, no staining, no chipping – thanks to its quality of materials.

The seat itself is made of solid polypropylene, weighing 2.2 kilos, compared with 1.3 kilos in run-of-the-mill hollow models. The rubbers are solid, and won't collapse like hollow ones.



DESIGNED WITH THE USER IN MIND

Durability and reliability are benefits that pay off in the long run for customers in any sector, private or public. But the modern business knows there's something more that drives every aspect of their operation – positive user experience.

The Emperor won't let them down. Always clean and pristine, even on the coldest day the polypropylene material stays warm to the touch. Our designers not only had functionality in mind, but aesthetics as a guiding principle for its contemporary looks.



MARKET TESTED AND SET TO TAKE OVER

The Emperor already has an excellent track record. Launched in the South African market in 2019 to great acclaim, it has already established itself as the 'Go-to' Toilet Seat in challenging commercial High Traffic areas.

From this platform of performance, it is sitting pretty to take Europe and the rest of the world by storm.

PRESENTATION COUNTS

The quality of the product is reflected by the packaging. Robust, elegant and eye-catching it adds value to the contents in a way that makes others fade in comparison.



THE ONLY TOILET SEAT WITH A TEN YEAR GUARANTEE

By outlasting the competition, the Emperor assures superior value for money. No other brand comes anywhere near our guarantee for ten years. And that's just the minimum. Which means the Emperor could pay for itself several times over.



YEAR GUARANTEE

AN OPEN AND SHUT CASE

The launch range provides a choice of Emperor Standard, without a lid; and Emperor Crown, with a lid. The customer's environments, whether utilitarian or prestige, will determine the selection.

EMPEROR Standard

Same design as the "Crown", except for polypropylene spacers where the lid would have joined the hinge brackets. Losing the lid has not compromised the brilliant strength of the seat, earning it the 10-year warranty, too.



EMPEROR Crown

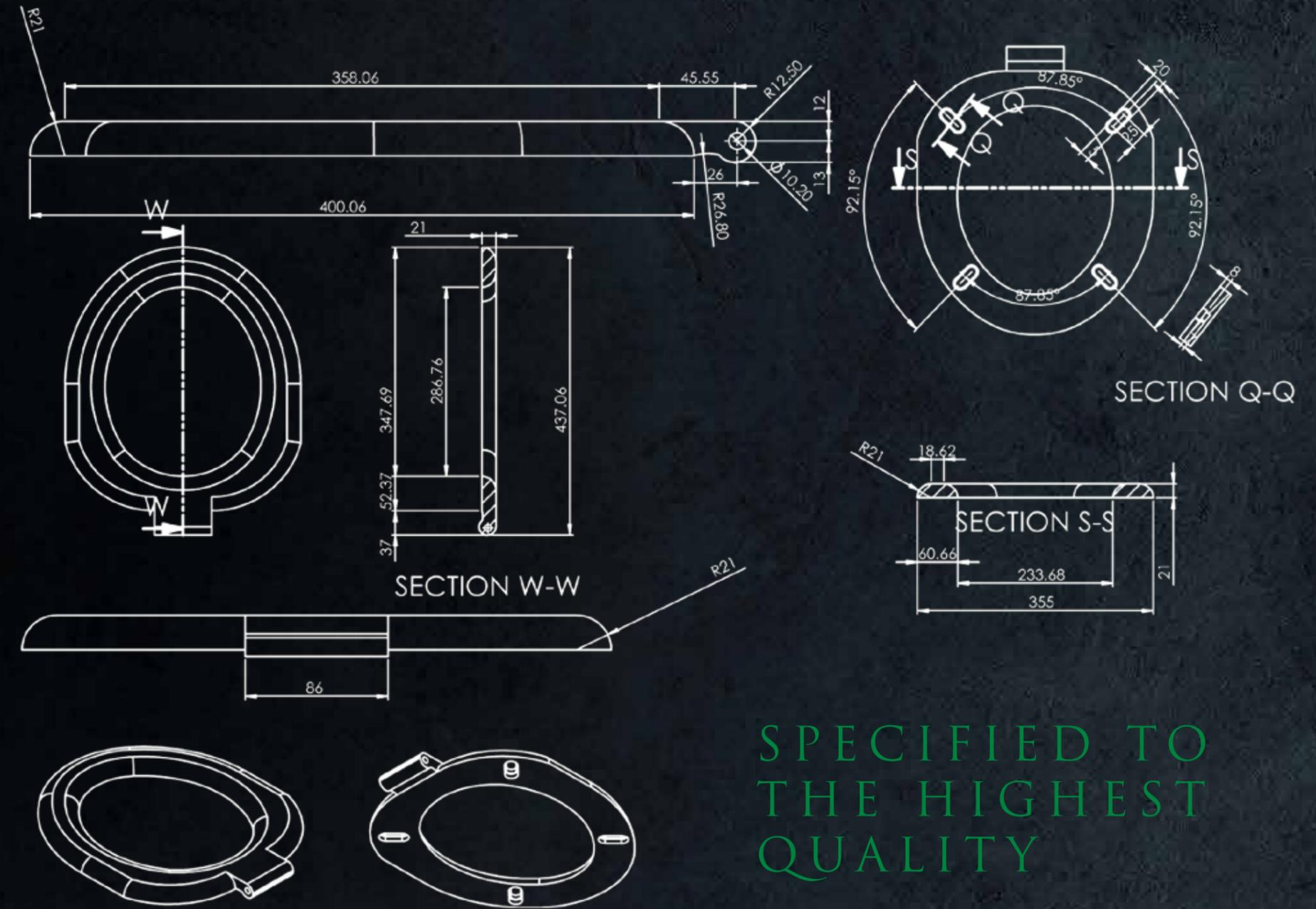
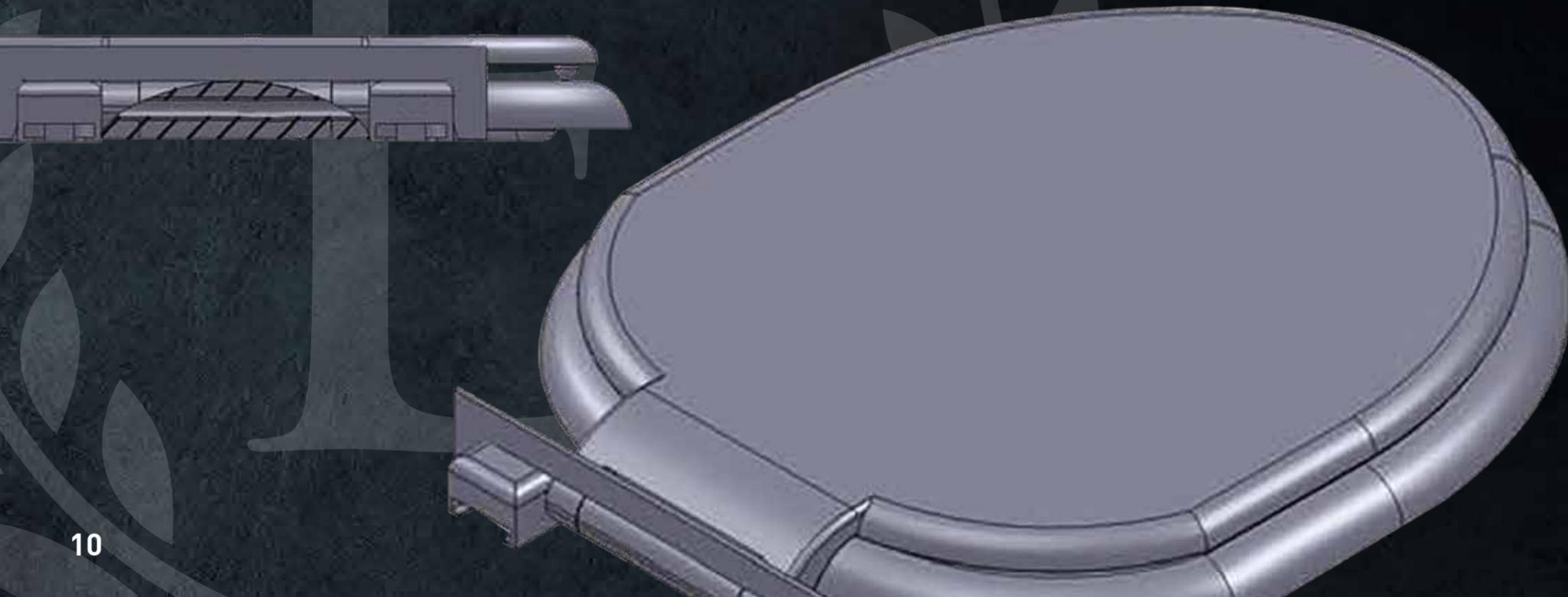
This solid polypropylene seat and lid was designed in accordance with international sizes and proportions, making it suitable to fit most standard, commercial toilet pans. The all-metal hinge bracket design makes the seat virtually infallible, hence the 10-year warranty.



EASIER TO INSTALL PRECISELY

Our 10 guarantee applies to seats that are correctly installed, because even 2mm play can lead to lateral movement. The Emperor comes with a kit with a plastic holding block on top of bracket system at the back. This unique feature acts like a clamp that holds bracket system together.

Whilst it's being installed it simply cannot move. One person can do it all in just 5 minutes. That means you can add savings in time and trouble to the other benefits the seat brings. Once fitted, it stays resolutely locked in place impervious to movement. And because there are no wing nuts to undo, no thief can shift it.



SPECIFIED TO THE HIGHEST QUALITY

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THE FUTURE
OF THE TOILET SEAT:
TODAY

One day the whole world will be enthroned
on an emperor

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