

BEATS 200: MUSIC MADE BY THE BATHROOM TO MARK THE 200TH BIRTHDAY OF ARMITAGE SHANKS

- DJ Molecules creates a celebratory piece of music using sampled sounds of plumbers and bathrooms
- Plumbers and fans can also download a free smartphone app to create their own 'bathroom beats' with the chance to win prizes and feature on an album
- Celebrate 200 campaign aims to engage plumbers, along with trade merchants and well-wishers
- The unique collaboration with a cutting edge music producer reflects Armitage Shanks' 200-year history of pioneering innovation and expertise in water management

In celebration of its historic 200-year anniversary, leading British bathroom manufacturer Armitage Shanks has collaborated with professional music producer DJ Molecules to create a piece of music made using recordings of sample sounds in the bathroom and from plumbers going about their job.

The track is made using everyday noises and sounds such as a flushing toilet, dripping tap or even the sound of a pipe being cut, to create a contemporary piece of music.

In addition, as part of its Celebrate 200 campaign, Armitage Shanks has created a free-to-download smartphone App, 'Beats 200' enabling plumbers and Armitage Shanks fans alike the opportunity to create their own pieces of music for fun, using the same sounds recorded by DJ Molecules.

Users can upload their track to be considered by judges, with the most popular user-generated tracks shared set to be rewarded with a £5,000 prize and published on a Beats 200 album.

Available on the App store and Google Play, the Armitage Shanks Beats 200 App enables users to:

- Create your own two-minute track
- Customise your track by selecting a melody, beat and beats per minute
- Personalise your track with bathroom sounds from 50 available options
- Share your track with your friends on Facebook and Twitter using the hashtag #Celebrate200
- Download your track and use as a ringtone

Aspiring DJs will also be able to submit their tracks via the app to be entered into the competition.

The most popular user-generated tracks that are shared will be rewarded with the chance to win a £5,000 Birthday Experience of a Lifetime.

The 10 most popular tracks will also be pressed and published onto a limited edition Beats 200 vinyl album.

For more information visit www.celebrate200.co.uk

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