

Airflow and Ideal Bathrooms Announce Distribution Partnership

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[Airflow](#), one of the UK's leading ventilation manufacturers has announced a new distribution partnership with Ideal Bathrooms, one of the UK's largest bathroom distributors.

Under the partnership, Ideal Bathrooms will stock and distribute a selection of Airflow ventilation products through its showroom network nationwide, making it easier for bathroom retailers, merchants, installers and contractors to source ventilation products alongside bathroom products from a single supplier.

Products available through Ideal Bathrooms include Airflow's Aria Quiet, iCON, QuietAir and Aventa ventilation ranges, alongside through-the-wall rigid duct kits and accessories required to complete installations.

The partnership reflects growing recognition of the role ventilation plays in protecting homes from the effects of damp, condensation and mould, with installers and contractors facing increasing scrutiny around compliance with Part F of the Building Regulations.

Effective ventilation also plays a vital role in preserving the longevity of bathroom and kitchen installations, helping to protect furniture, brassware finishes and interior surfaces from the damaging effects of excess moisture, damp and mould.

By making ventilation products more readily available through an established bathroom distribution channel, Airflow and Ideal Bathrooms aim to help customers access both the products and technical guidance needed to support compliant [ventilation in bathrooms](#).

Benefits for customers include:

- Faster access to Airflow ventilation products through Ideal Bathrooms' distribution network
- Improved stock availability and shorter lead times
- Easier sourcing of ventilation products alongside bathroom products from a single supplier
- Access to technical guidance on selecting compliant and energy-efficient ventilation systems

Effective ventilation is essential to protecting furniture and fittings in bathrooms from moisture-related damage over time. Ventilation systems also play an important role in maintaining indoor air quality and meeting current regulatory requirements, improving occupant health.

A spokesperson for Airflow said: "Ventilation is often one of the most overlooked elements of a bathroom or kitchen project, despite the important role it plays in protecting your investment and maintaining healthy indoor air quality. Through our partnership with Ideal Bathrooms, customers will benefit from improved access to our ventilation range through a trusted national distributor, with greater stock availability and faster access to products for projects of all sizes."