

Heller

Huzzah! The Excalibur Returns!

New York - Heller, an industry leader in modern design, is excited to announce that Philippe Starck's iconic Excalibur Toilet Brush is now available again! The sword-shaped toilet brush, aptly named Excalibur, invites the user to appeal to fantastical and adventurous imagination while cleaning, providing an effervescence to an otherwise mundane task – an intelligent and playful twist that Heller and Starck are known for.



Alan Heller and Philippe Starck (circa 1994)

Designed by Philippe Starck in 1994, Excalibur is a result of collaboration between Starck / the French visionary creator and the late Alan Heller, who worked together for two years to imagine a unique, well priced toilet brush. Excalibur, which was named after King Arthur's legendary sword (as it looks like one, too), protects the hand as the user cleans and then fits neatly into its holder, reminiscent of the motions of medieval knights.

"I have always thought it would be the apotheosis of my career, because to design a toilet brush is the most humble service I could give. We worked very seriously with a vision, with humility and fantasy, and we created a useful and timeless product that continues to proudly serve its purpose with elegance and playfulness thirty years later." Philippe Starck



The newly reissued Excalibur honors the original, same timeless design of the toilet brush, which is still in the permanent collection of renowned art museums, such as the MoMA and the Philadelphia Museum of Art. However, Excalibur's newest iteration was thoughtfully edited with sustainability at top of mind, as it is now made out of 100% Post Consumer Recycled (PCR) Polypropylene.

Available in an updated range of 4 colors including a creamy off-white, a neutral light grey, a rich chocolate, and a bright, acid yellow.

"Upon purchasing Heller we received requests from all over the world looking to bring back Excalibur," says John Edelman, President & CEO of Heller. "We're ecstatic to finally be able to give consumers an evolved version of their beloved toilet brush - made out of recycled material and recyclable, too."

About Heller

Heller began in 1971 and from the outset has been known for the true meaning of modern. Their timeless, functional designs are created without ego by some of the world's greatest architects and designers - Frank Gehry, Massimo & Lela Vignelli, and Mario Bellini to name a few. Heller products have claimed the distinction of international design awards from the Compasso d'Oro to NeoCon and are featured in the permanent collection of the Museum of Modern Art and recently, to the permanent collection at the Rochester Institute of Technology. Heller continues to work with new technologies to create innovative products, explore new processes, and create a more sustainable, transparent manufacturing process for the future of design. Made in America, with a strong commitment to sustainability, Heller will take back any of its products (and even pay for shipping) at any time during its lifecycle. Perfect indoor and outdoor, Heller is found in homes, restaurants, museums and offices around the world. We are proud to be the first company to work with the Digby Design Authenticator, guaranteeing authenticity in our designs and sustainability of our products for the future.

About Philippe Starck

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, space habitation module), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

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