



Every idea counts.

And has done so for 110 years.

Hansgrohe and Axor: twice the power of innovation.

One hundred and ten years after its founding, Hansgrohe AG is considered one of the global leaders in the sanitation industry with its brands Hansgrohe and Axor. With numerous awards to their credit, our products are synonymous with innovative design, sustainable technologies and maximum functional quality. Each of the two brands has a different focus: Hansgrohe is the premium brand for shower, bathroom and kitchen mixers, offering individual solutions that match each other perfectly. Axor, the designer brand, develops visionary concepts for individual designs for the bathroom as a living space in cooperation with leading architects and designers of international renown. Both brands have repeatedly set new trends that have brought lasting changes to bathrooms, thus tapping new possibilities for the entire bathroom architecture. Perhaps at your home, too, before long.

02



Hansgrohe Raindance Select

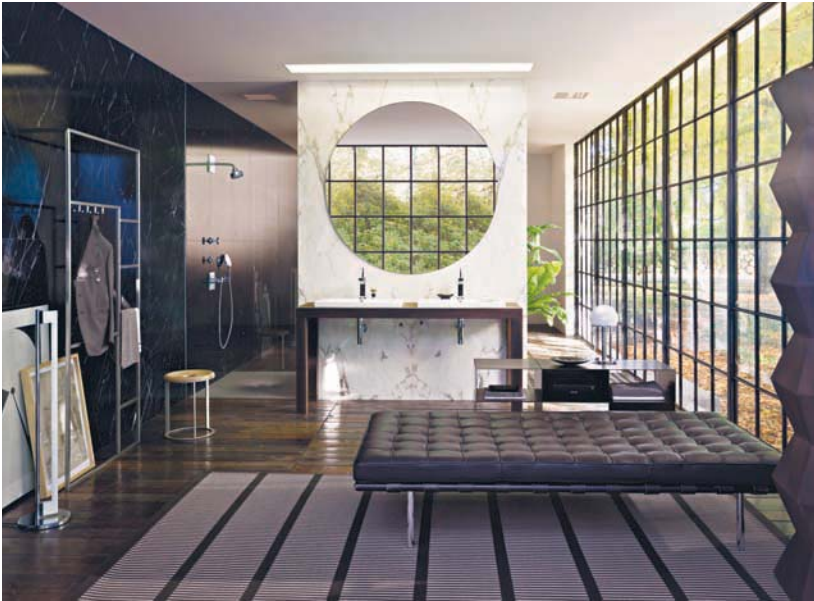


Hansgrohe Metris



Hansgrohe Raindance

Brands



Axor Citterio, 2010



Axor Bouroullec, 2010



Axor Starck, 1994



Rooted in the Black Forest. At home all over the world.

In 1901, the company's founder, Hans Grohe, laid the foundation for an unparalleled success story in the tranquil little town of Schiltach in the Black Forest. His descendants have continued his legacy to this day. Over the course of 110 years, the company has evolved from a small craftsman's shop to a global leader in premium mixers and showers. Today, Hansgrohe AG has branches in 37 countries on six continents and is regarded as one of the few global players in the sanitation industry. The company, which still bears the stamp of a family-run business, has most of its production facilities in Schiltach and Offenburg – a clear commitment to 'made in Germany', and at the same time an expression of the values as they are lived at Hansgrohe.

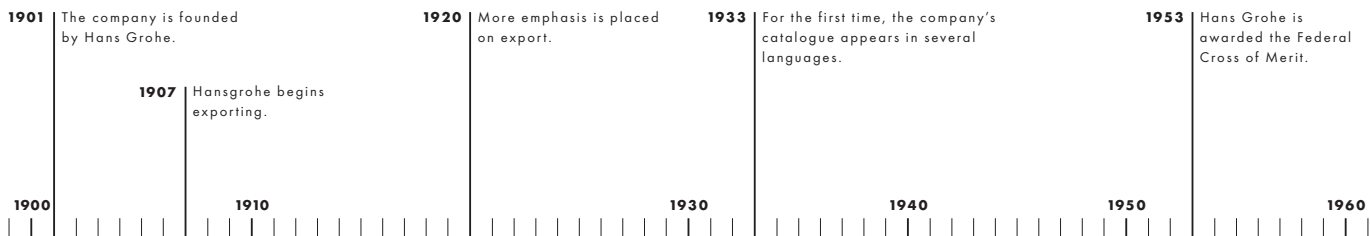
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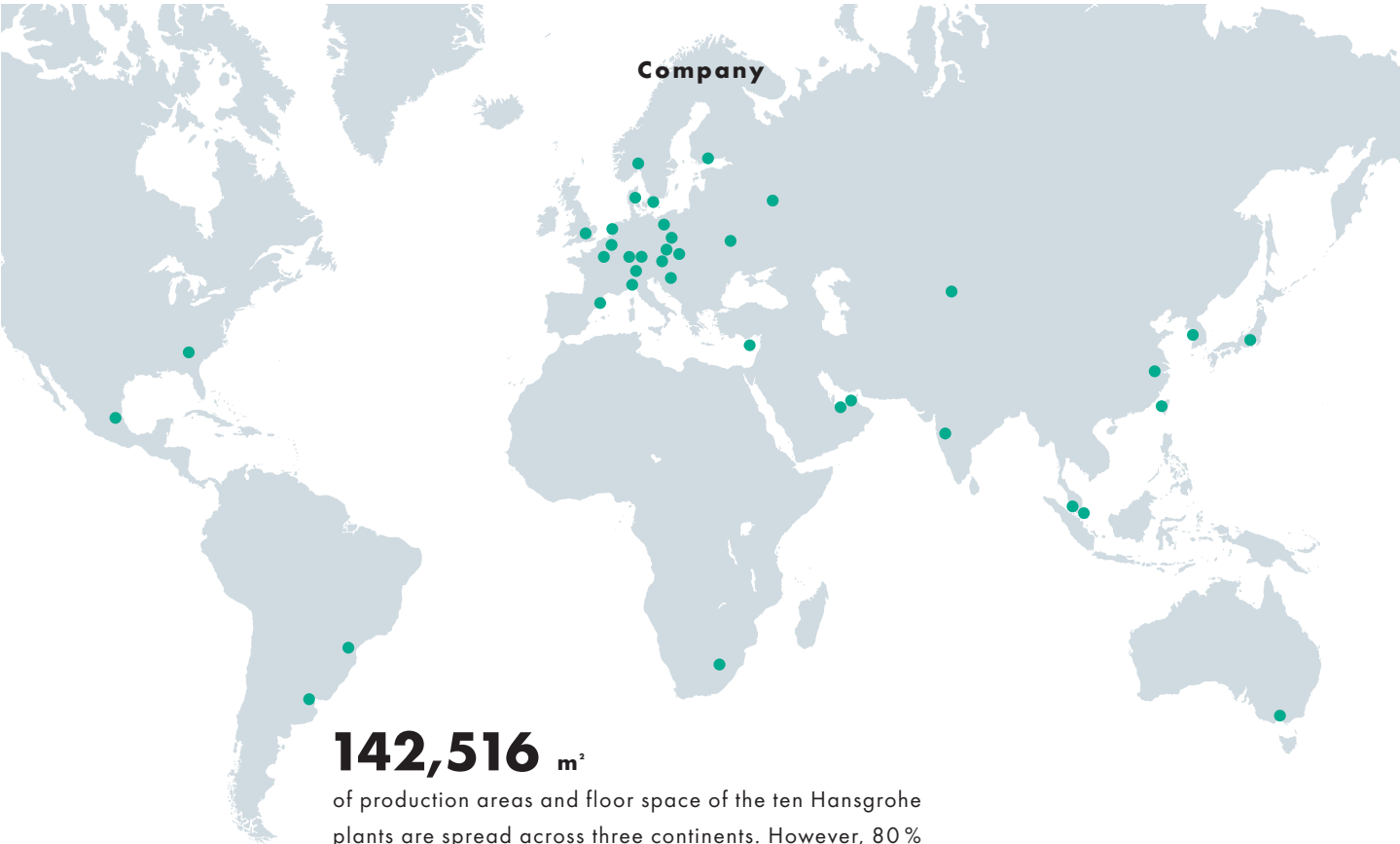
3,200

employees

work for Hansgrohe around the globe today. Each individual's great commitment and pronounced expertise contribute crucially towards the success of Hansgrohe AG – just as it did back when the company was founded on 15 June 1901 as a metal spinning factory for the manufacture of shower heads and clock and watch parts. Even though the staff consisted of just two people at the time.



Company



142,516 m²

of production areas and floor space of the ten Hansgrohe plants are spread across three continents. However, 80 % of our production takes place in Germany.

196,803 visitors

from all over the world have immersed themselves in the exciting world of water, bathrooms and design since the opening of the Aquademie at the company headquarters in 2007.

139 years



of combined passion for water: Klaus Grohe (left) and Siegfried Gänßlen. The children of Klaus Grohe also work for Hansgrohe AG: Richard, Philippe and Pierre-Nicolas. In 1985, a change of partners took place at Hansgrohe: the American company Masco took over shares of the heirs of Friedrich Grohe, and has been – besides the family of Klaus Grohe – a shareholder to this day.

1968 Klaus Grohe joins the company.

1975 Klaus Grohe becomes general manager of Hansgrohe.

1977 Launch of the logotype and symbol 'hansgrohe'.

1970

1980

1990

1992 Foundation of the designer brand Axor.

1994 Opening of the Hansgrohe Aquademie; in 2007 move to the company headquarters.

2001 Philippe Grohe becomes manager of the Axor brand.

2000

2008 Siegfried Gänßlen becomes chairman of the Executive Board of Hansgrohe AG, and Richard Grohe his deputy.

2010 Pierre-Nicolas Grohe becomes head of Key Account Management.

2020

1 earth



06

1,400,000,000 km³
of water cover the blue planet. Only 0.5 per cent
of it can be used as drinking water.

600 kilograms

of CO₂ can be saved per year in a four-person
household by using water-saving shower heads
and mixers from Hansgrohe AG.

1987 | With Mistral Eco, Hansgrohe launches its first
water-saving shower head in the market.

1988 | Hansgrohe is one of the first companies in the sanitation
industry to appoint an environmental officer.

1990

1993/94 | The solar power plant and the
solar tower are built.

1995 | Hansgrohe is the first industrial company to be awarded
the Environmental Prize of the State of Baden-Württemberg.

1997 | An absolute novelty in the industry: the
environmental life cycle assessment for the
stainlesssteel mixer Axor Steel.

2000

2001

Consciously thinking ahead.

At Hansgrohe AG, the enthusiasm for water is combined with a deep sense of responsibility for the preciousness of this resource. Water-saving products from Hansgrohe were being launched in the market as early as the 1980s. Shortly afterwards, the company developed the first prototypes of biological-mechanical water recycling systems, thus demonstrating visionary thinking in matters of sustainability. Since then, the company has continuously pushed ahead with the development of water and energy saving products. Comprehensive measures for saving resources and energy recovery are firmly rooted in production, too. However, protection of the environment does not stop at the factory gates. Hansgrohe is taking its responsibility towards nature, humankind and society seriously in numerous regional and international projects – and having great pleasure in demonstrating its commitment.

140 litres

of water is needed approximately for one full bath. For one three-minute shower with the most economical Hansgrohe shower, the Crometta 85 Green, consumption is only 18 litres of water.

07

60

per cent

less water consumption compared to conventional products is possible with many Hansgrohe products today, thanks to the efficient EcoSmart technology. A contribution to climate protection at no cost in comfort.

Pontos AquaCycle, one of the first grey-water recycling systems in the world, is launched.

2005 | Hansgrohe is the first German company in the mixers industry to publish its own sustainability report.

2008 | Hansgrohe is represented at the World's Fair in Saragossa with the theme of 'Water and Sustainable Development'.

2009 | Hansgrohe combines water recycling and heat recovery.

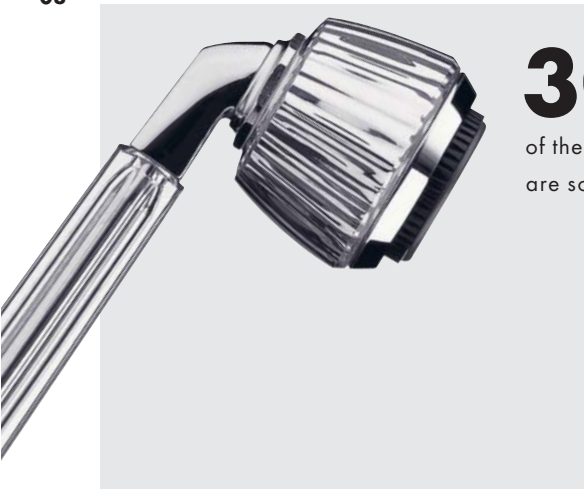
2011 | As the first company in the sanitation industry to do so, Hansgrohe presents a comprehensive environmental life cycle assessment sheet for hand showers.

2010

Perfect shape.

In the course of 110 years, Hansgrohe AG has repeatedly set new standards worldwide, providing important impetus to the international bathroom sector. The invention of the shower bar and the development of the first shower head with multiple sprays are just two examples of the innovative strength of Hansgrohe, which has resulted in a number of awards. At the same time, the company also demonstrates an extraordinary sense of aesthetics, constituting the industry's benchmark in terms of design as well. However, design is never regarded as an end in itself but always as an expression of the form and function correlation, with both elements being equally important. Searching for the best solution for the user is our most important guideline in the development of mixers, shower heads and complete bathroom collections, whose extraordinary quality ensures lasting pleasure – every day anew.

08 Hansgrohe Selecta



30,000,000

of the world's first shower head with multiple sprays are sold – the undisputed top seller of Hansgrohe.

Hansgrohe hand shower with white porcelain handle

4 marks

was the price for the basic model of the hand shower with a white porcelain handle. There were eight models altogether. The only thing this best-selling product lacked was a name of its own.



1928 | Hand shower with porcelain handle.

1953 | Unica.

1900

1910

1920

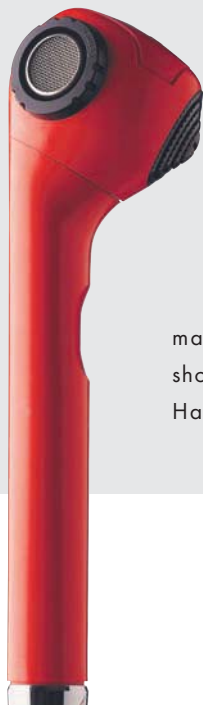
1930

1940

1950

1960

Hansgrohe Tribel



8

colours

make the first multi-spray hand shower with rotating shower head a genuine eye-catcher. Not for nothing did Hansgrohe win its first design award for it.

Hansgrohe Unica



1,150

millimetres

is the length of this invention from Schiltach: the shower bar. A world first in 1953, but today a standard bathroom feature in many parts of the world.

1968 | Selecta. 1974 | Tribel.

1970

1980

1990

2000

2010

2020

Hansgrohe Allegroh

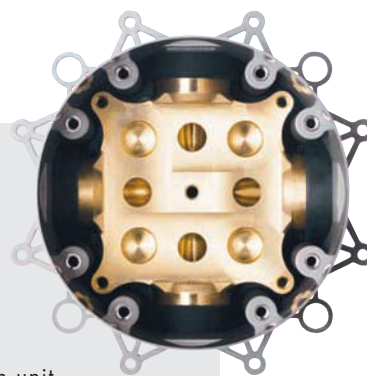


9,280,194 kilograms

is the combined weight of all mixers of Hansgrohe AG that were sold in 2010. Allegroh, the first washbasin mixer from Hansgrohe with innovative leverhandle and parabola jet, weighed 1.74 kilograms.

10

Hansgrohe
iBox universal



200 fixture varieties

from Hansgrohe and Axor fit onto the universal installation unit, which triggered a veritable 'in-wall revolution', as it provides nearly unlimited freedom in fixture-mounting.

Hansgrohe Raindance

1,986 patent registrations

have been registered by Hansgrohe. Two patents are in the Raindance hand shower: one for the whirl spray, which was invented by Hansgrohe's spray researchers, and another one for the size ratio between head and handle, with which Phoenix Design created a new archetype of a shower head.



Hansgrohe Pharo Shower temple 160

12 body showers

are in the world's first shower temple to provide an altogether stimulating shower experience.



Axor Starck

4 collections

have been developed by Axor together with Philippe Starck since 1992. Among the very first was the world's first joystick mixer. An innovation at the time, and a classic today.



1981 Allegroh.

1993 Pharo Shower temple 160.

2001 iBox universal.

1994 Axor Starck.

2003 Raindance.

1970

1980

1990

2000

2010

2020

Hansgrohe Raindance Connect EcoSmart



1,200

suggestions

were reviewed by a blue-ribbon jury of the Design Award of the Federal Republic of Germany before the silver prize was finally presented for the Showerpipe Raindance Connect EcoSmart.

12



Axor Bouroullec



∞

possibilities

for individual bathroom designs are offered by the Axor Bouroullec collection, as its various fitting elements can be combined with the washbasin models in many different ways – in an imaginative variation of the motto 'Feel Free to Compose'.

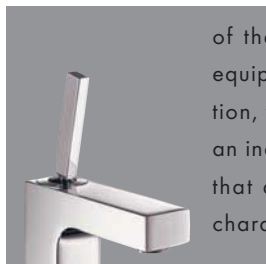
Axor Massaud



42 components

comprise the entire collection, which has been inspired by nature and organic shapes. For people who appreciate a comprehensive, original dialogue with water.

Axor Citterio



405 rooms

of the exclusive W Taipei Hotel are equipped with the Axor Citterio collection, which portrays perfect shapes in an individual bathroom design. Luxury that discreetly emphasises the ritual character of water.

Hansgrohe PuraVida



2 surfaces

with different kinds of materials characterise PuraVida. The DualFinish method makes shining chromium blend seamlessly with pure white.

2003 | Axor Citterio.

2005 Axor Massaud.

2009 | PuraVida & Raindance
Connect EcoSmart.

2010 Axor Bouroullec.

1970

1980

1990

2000

2020

Outstanding, award-winning visions.

Hansgrohe AG was one of the first companies in the sanitation industry to focus on 'good style' in bathrooms and on collaboration with external designers as far back as the late 1960s. In an intensive dialogue with renowned designers, concepts for the bathroom and its individual use were created that went far beyond strict product innovation. Bold visions of the future materialised into rooms and concepts that made bathroom history and advanced the evolution of the bathroom culture. Sometimes, they were even revolutionary. In particular, Axor, the designer brand of Hansgrohe AG, has opened up a completely new view of the bathroom as a living space.

6 designers

14

of international standing are Axor's development partners today – more than in any other company in the mixers industry. Spectacular Axor collections have been created with Starck, Citterio, Massaud, Urquiola, the Bouroullec brothers and Phoenix Design.



356 awards

have been awarded to Hansgrohe for its mixers and showers to date. These include the most important national and international design awards. This also makes Hansgrohe the award-winning number one in the ranking of the sanitation industry by the International Design Forum, where it is among the 11 companies that have won the most design awards.

1970 | The Sixty shower head is the first Hansgrohe product designed by an outside designer to be launched on the market.

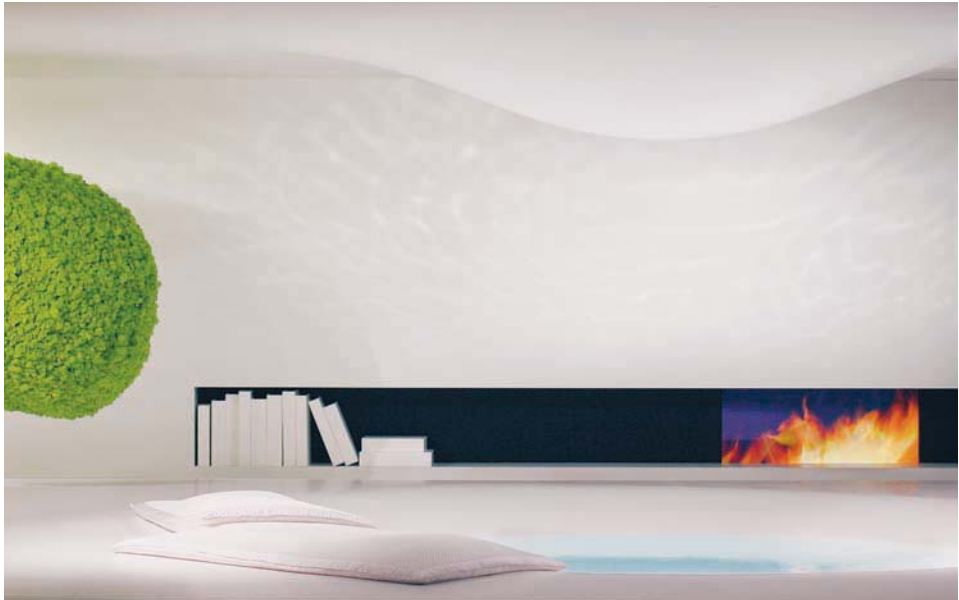
1974 | Tribel is the first Hansgrohe product to be developed as part of the collaboration with Esslinger Design (later called Frog Design). To top it off, the premiere also earns the first design award.

1980

1987 | Start of the collaboration with Phoenix Design.

1990

Axor WaterDream 2005 by Jean-Marie Massaud



10 months

was how long it took from the first line of the first draft to the completion of the room waterscape. Commissioned by Axor, three of the most eminent designers developed their ideas for the bathroom of tomorrow in 2005. These Axor WaterDreams impressed everyone with their poetry, affinity with nature and incredible individuality. At the same time, they formed the basis of an intensive collaboration between Axor and Jean-Marie Massaud, Patricia Urquiola and the Bouroullec brothers.

1994	Start of the collaboration with Philippe Starck.	2003	Start of the collaboration with Antonio Citterio.
1996	First WaterDream.	2004	Hansgrohe exhibits at the Milan Furniture Fair for the first time.
2000	Second WaterDream.	2005	Third WaterDream.
		2010 & 2011	Awarded Germany's highest design prize.

Trendsetting ideas for water.

At Hansgrohe, every idea counts: every idea for water contributes to the next innovation in your bathroom. Over the last 110 years, this has led to numerous inventions, discoveries and improvements that soon set new standards. Even today, after approximately 2,000 registered patents, our passion for your water enjoyment has not waned. On the contrary, the standards we have set ourselves are incentive enough for us to keep improving things that little bit more.

Immerse yourself into the fascinating world of Hansgrohe. At www.hansgrohe.com you can learn everything about our company and our 110-year history, our brands Hansgrohe and Axor, as well as trendsetting technologies and our latest products – which could soon adorn your bathroom.

Imprint

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