

Press Information

Hansgrohe USA Launches Annual Summer Instagram Campaign: #BeautyofWater July 1-31

(Alpharetta, GA – July 2017) Hansgrohe USA has become known for its fun summertime water-focused social campaigns, now an annual tradition. This year, Hansgrohe USA will be making a splash on Instagram with the #BeautyofWater campaign and sweepstakes, July 1-31st. Whether it's a snapshot of the sun glimmering over a lake, sandy toes getting rinsed off after a day at the beach, a dog running through a sprinkler, or a water balloon fight in action, Hansgrohe invites users to capture the beauty of water for a chance to be one of five to win an Insta360 Nano Camera and a Croma Select S 110 Handshower. In order to enter, users must follow Hansgrohe USA on Instagram, @HansgroheUSA, and use both hashtags: #BeautyofWater and #sweepstakes in the caption of their water-related posts. See Official Rules for details.

Entry Steps & Guidelines:

- Entrant must follow or be following @HansgroheUSA on Instagram.
- All photo submissions must include both hashtags #BeautyofWater and #sweepstakes. Submitting photos will not be judged or graded in any way; however, photos will be reviewed for compliance with the Official Rules and submission of a Theme-applicable photo (with proper hashtags) is required.
- Entrants must be residents of the 50 United States (Rhode Island residents are excluded) and the District of Columbia who are 18 years or older.
- Single entry per Entrant per day.

Timing & Rules:

- Submission Period: 12:00:01 a.m. Eastern Time ("ET") on July 1, 2017 ending at 11:59:59 p.m. ET on July 31, 2017.
- Potential winners will be selected in a random drawing on or about August 11, 2017. They will each be contacted by Hansgrohe USA through comments on their submitted Instagram posts.
- Contestants can find the complete Official Rules on: <http://shout.lt/bQkss>.

As part of the internationally active Hansgrohe Group, hansgrohe is the premium brand for showers, shower systems, bathroom and kitchen taps, as well as kitchen sinks. With its many award-winning products, hansgrohe shapes the flow of water in the kitchen and the bathroom. People spend the time they treasure most and experience precious moments in the interaction with water. With these moments in mind, hansgrohe develops ground-breaking solutions that unite extraordinary design, long-lasting quality and intelligent features for maximum ease of use. hansgrohe turns water into an impressive experience.

hansgrohe. Meet the beauty of water.



Find out more about the brand hansgrohe on:

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iF Design Leader in the Sanitation Industry

In the current ranking of the International Forum Design (iF) of the best companies in the world for design, the Hansgrohe Group, with its brands AXOR and hansgrohe, ranks 6th among 2,000 listed companies. The 1040 points earned by the Schiltach-based fixtures and shower specialist outperform famous brands such as Audi, BMW or Apple and reconfirm the company's leading position in the sanitation industry.

www.hansgrohe.com/design

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