
Press Information

HANGROHE USA UNVEILS NEWLY REMODELED AQUADEMIE EXPERIENTIAL PRODUCT DISPLAY AND EDUCATIONAL TRAINING CENTER REOPENS *Interactive Showerworld Now Boasts Twenty Innovative New Shower Solutions*

(Alpharetta, GA – October 2019) Hansgrohe USA is proud to announce the opening of its newly revamped Aquademie, an experiential product display center and educational training hub. Located at Hansgrohe USA's Alpharetta-based headquarters, the state-of-the-art facility is a valuable resource for local, national, and visiting industry partners, customers, and consumers. Renovated spaces include a large main entryway that encompasses several walk-through concepts showcasing the latest bathroom collections from the hansgrohe and AXOR brands, as well as the celebrated Showerworld. A wonderland of working innovations, Showerworld now features nearly two dozen new shower solutions for visitors to test drive.

Jason McNeely, Senior Manager – Visual Marketing and Training at Hansgrohe USA, comments, “We first opened the Aquademie in 2001, so we understood very early on the market demand for a meaningful in-person brand experience. Our dedicated remodel illustrates our continued commitment to staying ahead of the curve in offering invaluable direct engagement with our products, as well as with our plumbing experts who are on-hand at the facility to offer consultations and training.”

Upon entering the new Aquademie, visitors will be transported into an immersive dual hansgrohe/AXOR brand experience. The entryway features a number of exceptionally designed hansgrohe and AXOR branded full-sized room vignettes, which provide inspiration for trade professionals and consumers alike. The eye-catching installations include a beautifully appointed bathroom oasis incorporating hansgrohe's Raindance E shower collection and AXOR MyEdition faucets, as well as an AXOR Massaud bathroom suite, featuring the award-winning AXOR collection with French designer Jean-Marie Massaud—to name just a few of the striking room layouts. There is also a multi-room showroom space, which allows guests to interact with the future of the company's robust display program. A stairway leads visitors to a second floor meeting and training area—and through Hansgrohe corporate history. A virtual timeline spans the length of the staircase wall covering major milestones, from Hansgrohe's beginning in 1901 by founder Hans Grohe, to innovations like the first multifunction handshower to market launched in 1968, to the present day.

A truly interactive shower oasis, Showerworld allows guests to enjoy the latest hansgrohe and AXOR introductions in person. McNeely, adds, “We've nearly doubled the number of showers in the program for a comprehensive experience, providing access to our latest, most cutting-edge solutions, including exciting not-yet-to-the-US-market products straight from our Shower Lab in Germany. A number of customer groups have already enjoyed showering in the various working solutions and the feedback has been phenomenal.” The thoughtfully designed space beautifully showcases the vignettes against a backdrop of elegant white and black marble, which spans the entire length of the walls and floors. From a show-stopping, ultimate shower system featuring the

body-enveloping Raindance E 400 square showerhead, Raindance E Select handshower, and innovative ShowerSelect thermostat; to an avant-garde dream shower integrating the funnel-shaped AXOR Front Showerhead by Swedish creative team Front Design Group, there is no shortage of well-engineered, exceptionally-designed, and innovative offerings to try out. A spa-like changing room complete with flip flops and fresh branded towels is available to all guests.

The Aquademie is currently open by appointment, with several customer groups scheduled for special visits and training modules through 2019. An accredited AIA, NKBA and ASID continuing education provider, Hansgrohe USA will be offering a more robust CEU training and educational program to cater to hospitality, residential, plumbing, and trade in 2020.

###

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

hansgrohe. Meet the beauty of water.



Find out more about the Hansgrohe Group and its brands AXOR and hansgrohe on:

www.facebook.com/axor.design
www.facebook.com/hansgroheusa
www.twitter.com/hansgroheusa
www.instagram.com/hansgroheusa
www.pinterest.com/hansgroheusa



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

Further Information: Hansgrohe USA
Public Relations: Novità Communications

Danielle McWilliams / Alexandra Zwicky 212.528.3160 (Danielle x 11,
Alexandra x 14, Nicele x 15)
E-Mail: danielle@novitapr.com / alexandra@novitapr.com /
nicole@novitapr.com
www.hansgrohe-usa.com
www.axor-design.com
