

## Press Information

### **hansgrohe launches Pulsify Planet Edition**



In most households, the hot shower represents one of the biggest sources of energy costs and CO2 emissions but is also an indispensable daily wellness ritual we cherish. This creates a direct conflict for users, wanting to meet their wellness needs whilst also being conscious of conserving water and energy.

To help ease this conflict, hansgrohe has achieved another milestone in sustainable product development – the Pulsify Planet Edition hand-shower. The product not only represents a holistic approach to product innovation, considering both user experience and sustainability, but also considers resource conservation in all areas of the product life cycle.

#### **The Product Life Cycle – A Conscious Use of Resources**

When designing the Pulsify Planet Edition hand shower, innovators at hansgrohe asked themselves; “What impact does the production, use and disposal of a hand shower have on the environment?” and “How can the bathroom contribute to a more sustainable future?”. This led to the consideration of the entire product life cycle in the design.

Steffen Erath, Head of Sustainability, Hansgrohe SE, explains: "Taking a hot shower for one minute consumes about as much energy as driving an electric car full throttle on the road for the same amount of time – with Pulsify Planet, we had to make sure this high energy usage was being addressed."

To reduce energy usage, Pulsify Planet only has six litres of water flowing through the hand shower per minute, without compromising on showering comfort.

However, the production and disposal of chrome-plated products can also have an environmental impact.

Raphael Zajac, Product Management at Hansgrohe, explains "We looked at all aspects of the product life cycle, and managed to switch to a recycplate wherever water didn't flow through the Pulsify Planet Edition. Looking at the production process, we focused on cycles to ensure the materials could be recycled for as long as possible. This not only reduces the use of resources but also lowers transportation routes needed in the manufacturing process."

To close the loop in the sustainability principle 'Reduce, Reuse, Recycle', the handle of the Pulsify Planet Edition is made from recycled plastic, and manufactured completely chrome-free. Hansgrohe developed a unique process for extracting the material used to make the handle itself with an ABS-coated plastic, made from end-of-life products and rejects, which are then shredded and cleaned. This is followed by a conversion into a high-quality granulate, which is a cleaner alternative to petroleum and fossil-based primary plastics, significantly reducing energy consumption during production. The process of developing ABS-coated plastic gives the material a sandy colour with small flecks, giving the products a unique look and elegant appearance.

### **The Holistic Bathroom – Pulsify Planet Accessories**

To bring the complete Pulsify Planet collection to the bathroom, the product range includes WallStoris Planet Edition accessories and a textile shower host, the hansgrohe Designflex Planet Edition. With their neutral yet sleek design, the collection blends harmoniously into the modern bathroom, not only in terms of appearance but also functionality.

Pulsify Planet Edition will be available in the UK from September 2023, to find out more, head to [www.hansgrohe.co.uk](https://www.hansgrohe.co.uk)

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**hansgrohe. Meet the beauty of water.**

hansgrohe stands for innovative solutions for kitchens and bathrooms that combine intelligent functionality, outstanding design, and enduring quality. With its many award-winning products, the brand steeped in tradition, shapes the flow of water in the kitchen and the bathroom. Together with long-time design partners PHOENIX Design, Smart Living applications are also part of the brand's portfolio, focusing on enriching people's everyday lives and offering them more functionality and safety in their homes. Within the internationally active Hansgrohe Group, the premium brand hansgrohe manufactures, markets, and distributes showers, shower systems, bathroom and kitchen faucets, and kitchen sinks.

**Find out more about the hansgrohe brand at:**

<https://www.hansgrohe.co.uk>

**Social:**

[https://www.instagram.com/hansgrohe\\_uk/](https://www.instagram.com/hansgrohe_uk/)

<https://twitter.com/hansgroheUK>

<youtube.com/c/hansgrohe>

<linkedin.com/showcase/hansgrohe-brand>

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