

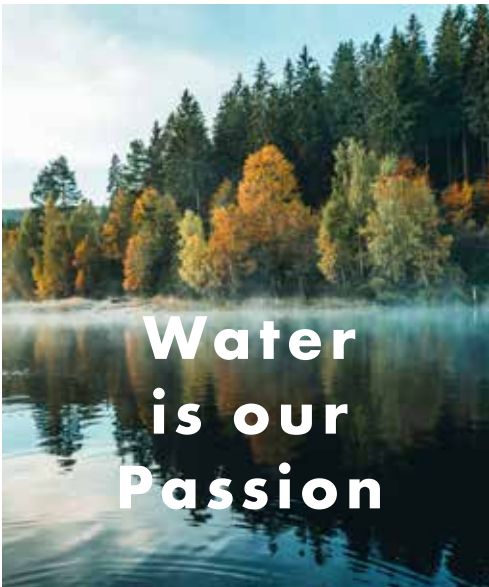
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**Your reliable  
bathroom  
partner.  
Worldwide.**

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# Water is our Passion



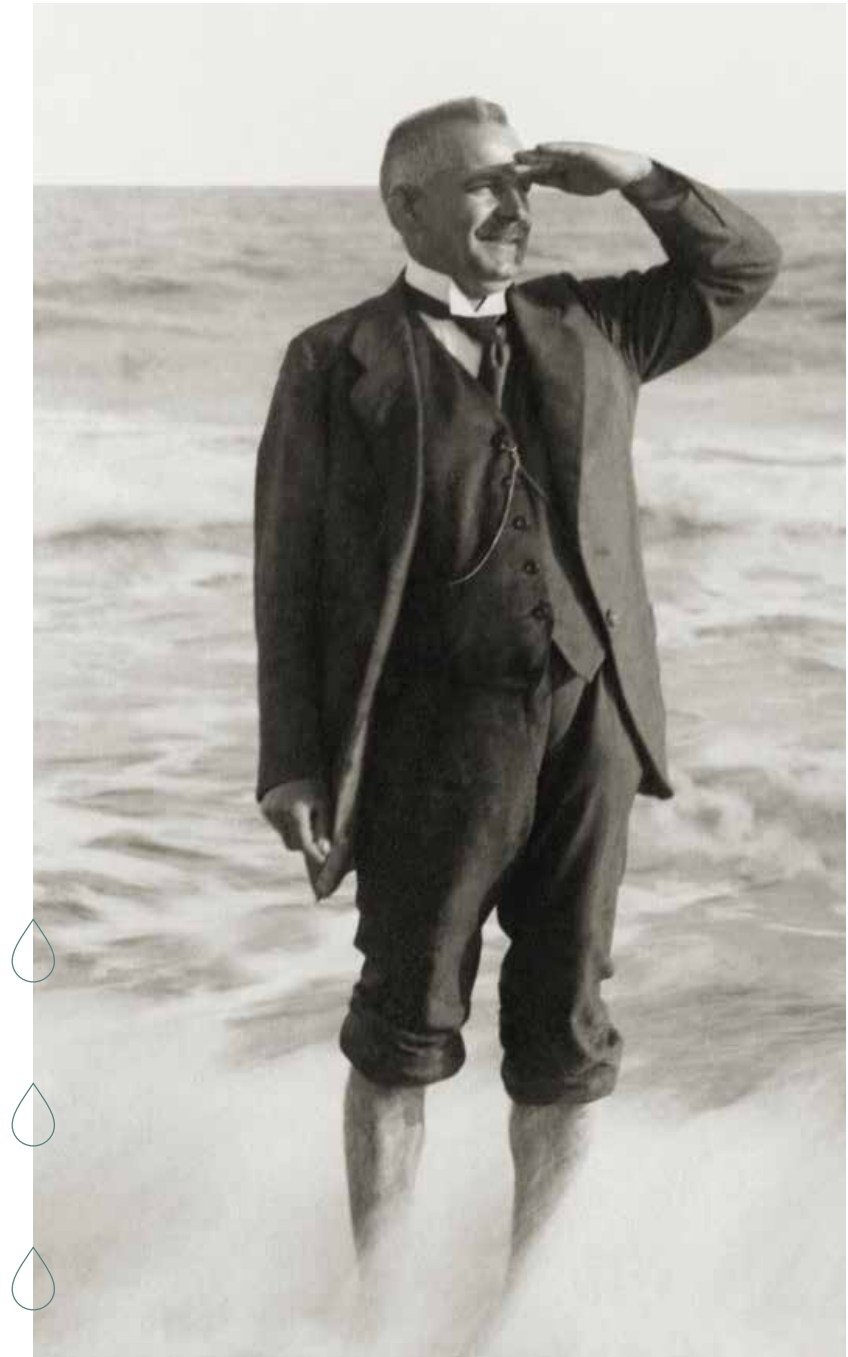
# An Uncompromising Commitment to our Customers

.....

**Innovation, design and quality. For more than a century, these are the values that have guided us.** Together with a passion for water, an uncompromising commitment to the customer and a truly global reach, our relentless pursuit of these values makes us the ideal partner for those at the highest levels of the project business.

**It all began in Germany's Black Forest back in 1901.** Hans Grohe, a recent transplant from Prussia, founded a business for homespun steel goods and quickly realized his tin showerheads were the perfect addition to the private household bathrooms then gaining in popularity. **Hans Grohe set about refining his products, pioneering new ones and helping shape bathroom culture as we know it today.** His legacy of innovation, design and quality – and his youngest son Klaus's passion for water and commitment to the environment – will continue to shape bathroom culture far into the future. 🌱

DIVE DEEPER INTO OUR HISTORY ➔



Hans Grohe starts producing metal-spun goods in Germany's Black Forest. His tin showerheads are a hit.

1928

1953

1968

1993

2019



**Hans Grohe invents the porcelain-handled hand shower,** solving the problem of gripping a hot metal tube.

**Hans Grohe invents the wall bar, aka the shower rail.** Named Unica, it features an adjustable holder for positioning the showerhead at the desired height.

**Hansgrohe introduces Selecta, the first detachable shower head with adjustable spray modes,** selling more than 30 million units over five decades.

**Hansgrohe launches design brand AXOR, teaming up with Philippe Starck to release AXOR Starck,** which revolutionizes bathroom design with its radical simplicity, the following year.

**RainTunes by hansgrohe turns showering into a personalized, multi-sensory experience** by combining water, video, light, sound and fragrance.

## A Company Culture of Innovation

.....

From Hans Grohe's pioneering inventions to groundbreaking collections created in collaboration with some of the world's leading architects and designers, innovation at the Hansgrohe Group has always been in the service of the customer – including our valued partners in the project business.

What do our customers need? Whether we're developing water-saving technologies, researching sustainable materials or exploring new possibilities for individualization, our research and development teams ask themselves this question every day as they work to create the best possible products. While forward-thinking investments in our production and distribution facilities allow us to meet the evolving needs of our partners and customers, transformational projects such as our Innovation Lab, an award-winning think tank, reflect a company culture that is never satisfied with the status quo. **Animated by the motto 'Explore new ways of water experience', the InnoLab acts as an interdisciplinary nexus for cutting-edge creative ideas, with a special focus on sustainable and social innovations. No wonder the Hansgrohe Group holds more than 18,500 active property rights, with hundreds of new designs, patents and brands registered every year.**

"We see our brands as indispensable mediators of innovative functions as well as fascinating design."



– Hans Jürgen Kalmbach,  
Chairman of the Executive Board of  
Hansgrohe Group



SEE HOW WE INNOVATE →



# Premium Quality Made by Hansgrohe

.....

Hansgrohe takes pride in producing premium quality products for bathrooms and kitchens. By 'premium', we mean that **customers can expect from our products the highest quality in terms of material, form and function.** Why is this so important to us? For one simple reason above all: Quality lasts.

Faucets, showers and accessories must be used every day. They need not only to last a long time but to look good a long time. That's one reason why **we produce central components ourselves** – in our own foundry and cartridge plant, for example. **Before any product is ready for series production, it has to prove itself thousands of times in test cycles, stress tests** and field tests. Highly qualified employees conduct meticulous quality assurance and management every step of the way. The longevity of these products is backed up by our manufacturer's warranty, which often extends years beyond any legally required timespan. That **long-lasting quality is further underlined by the straightforward installation of our products, the long availability of spare parts and our exceptional customer service.** 💧



**Exclusively designed in Europe and primarily manufactured in Germany,** our products are available in over 140 countries.

**Numerous independent testing institutes and design juries have certified our premium quality** in material, design, functionality, sustainability, service and warranty.

**All of our products comply with applicable drinking water standards and are manufactured with carefully-sourced, health-compliant materials.**



**5 years warranty\***



**15 years spare parts availability**

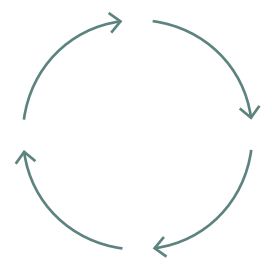


**120+ years expertise**

\* To read the full terms of our manufacturer's warranty, please refer to our website:  
<https://pro.hansgrohe.com/your-selling-points/warranty>

EXPLORE OUR AFTER-SALES QUALITY ASSURANCE →

# Facts and Figures 2022



TURNOVER

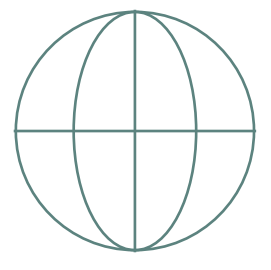
**1.528**  
billion euros

.....



EMPLOYEES

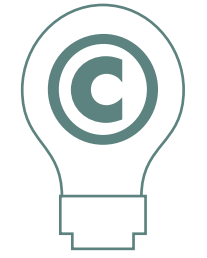
**5,639**



SUBSIDIARIES WORLDWIDE

**33**

.....



ACTIVE INTELLECTUAL  
PROPERTY RIGHTS

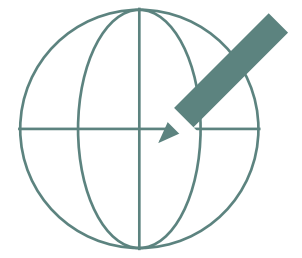
**> 15,000**



GLOBAL SALES OFFICES

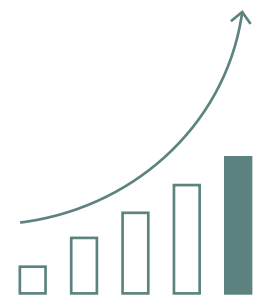
**20**

.....



INTERNATIONAL  
DESIGN AWARDS

**> 700**



INVESTMENTS

**89.2**  
million euros in capital assets

.....



TWO PRINCIPAL  
SHAREHOLDERS

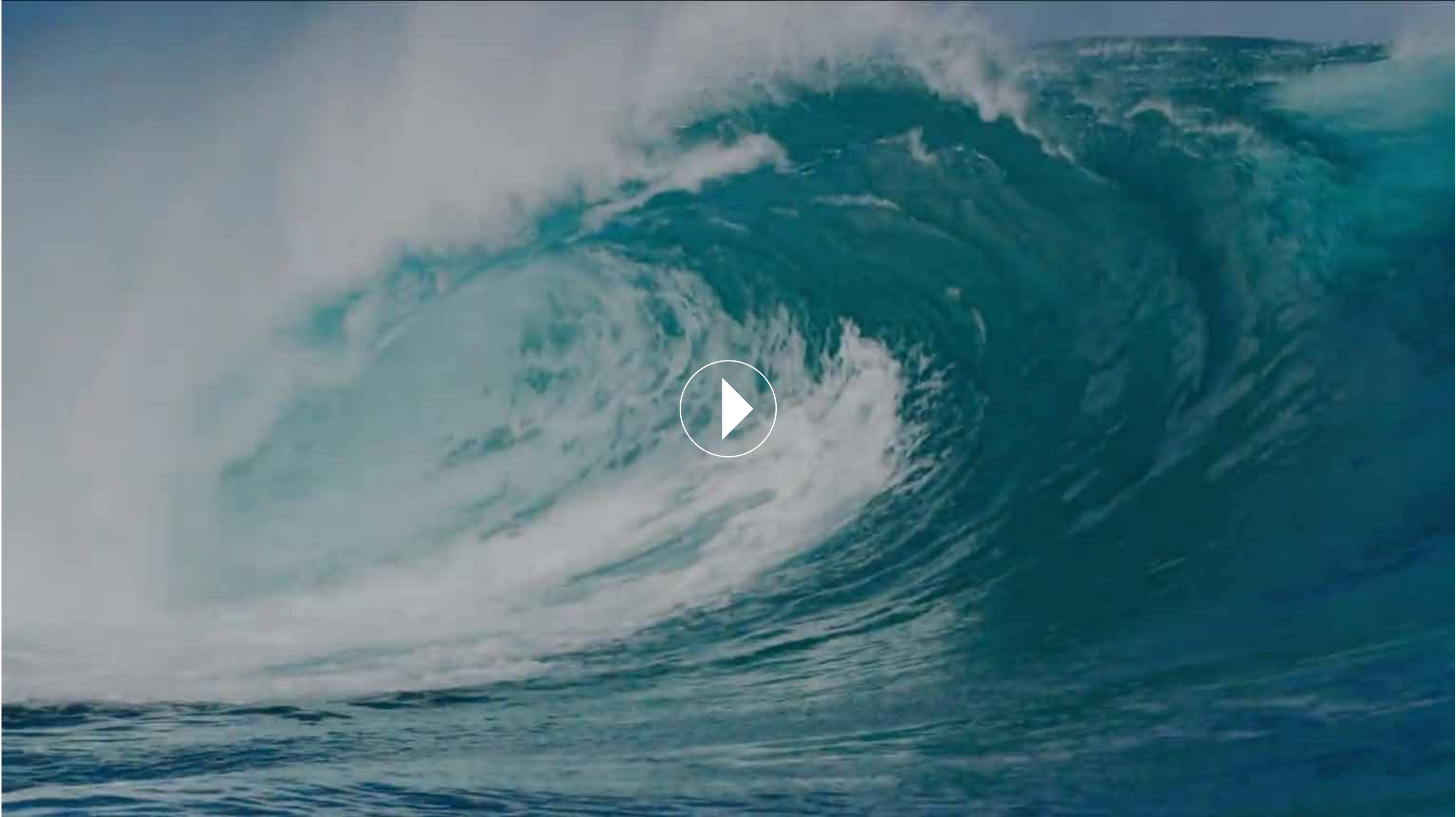
**68%**  
Masco Cooperation

**32%**  
Syngroh (holding company  
of the Klaus Grohe family)



# In Touch with our Planet







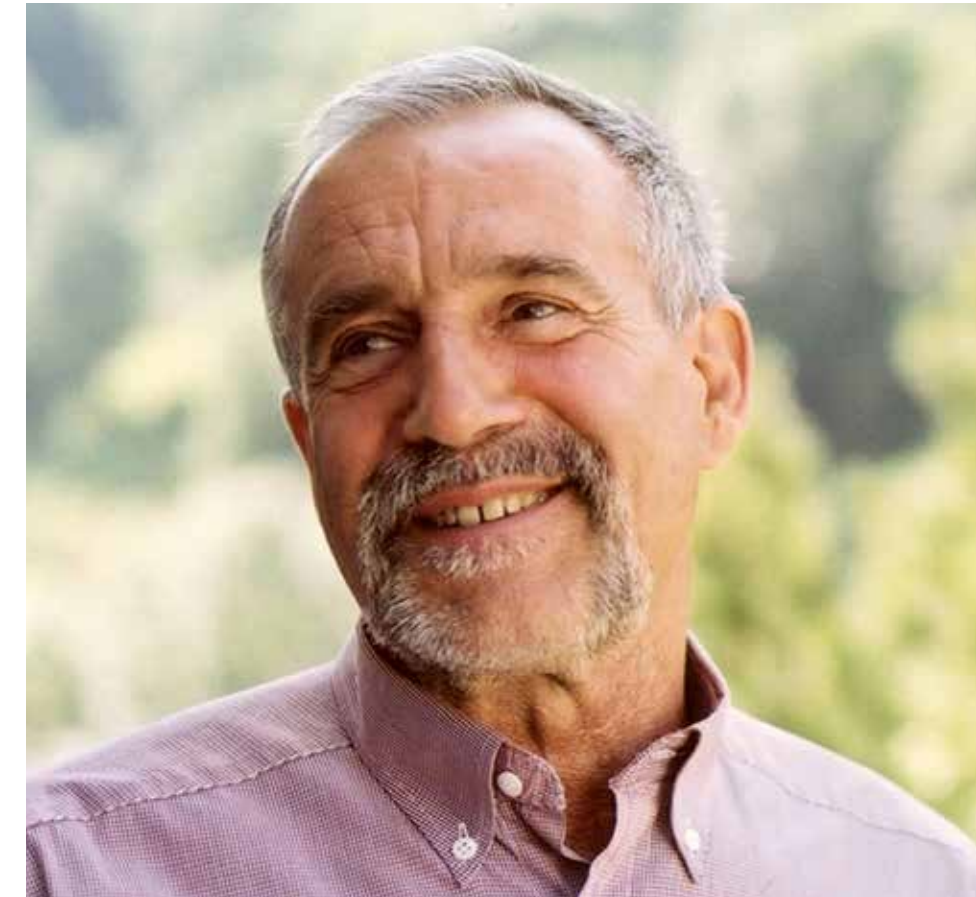
## Committed to Sustainability. Since 1990.

.....

Water shortages and extreme weather events across the world are solemn reminders that our planet faces an unprecedented climate crisis – one that demands an urgent response.

**As a corporate citizen with a profound appreciation for water, the Hansgrohe Group has been confronting climate change since 1990.** Our goal is to conserve all resources within our sphere of influence. **We strive to align all of our actions as a company with the well-being of the planet** and aim to rethink daily rituals through our innovative, water- and energy-saving products.

[LEARN MORE ABOUT OUR SUSTAINABILITY EFFORTS →](#)



“Climate change is not a distant future after all; it is a reality. The whole of society must contribute to reducing CO2 Emissions. **We are setting the course today for the day after tomorrow.**”

# 1990

— KLAUS GROHE, SON OF FOUNDER HANS GROHE

# Green. Greener. Eco\* 2030.

.....

“By 2030, we aim to convert the entire water-bearing product range of our hansgrohe and AXOR brands to water- and energy-saving technologies.”



\*The Hansgrohe Group defines “ECO” as the reduction of water and/or energy consumption of water-bearing products in use by at least 22 percent compared to the base year 2020.

“**Water is the elixir of life,**” as Klaus Grohe, son of our founder and former chairman of our executive board, likes to say. “The social interest in clean water and its availability to everyone is thus also our own.” **The Hansgrohe Group plans to transition all water-bearing hansgrohe and AXOR products to ECO specifications by 2030, reducing water and/or energy consumption by at least 22%** in comparison with base year 2020.

– Hans Jürgen Kalmbach,  
Chairman of the Executive Board of  
Hansgrohe Group



# Less Hot Water, Fewer CO<sub>2</sub>e emissions

.....

Driven by our spirit of innovation and guided by our 10 ECO Design Principles, the Hansgrohe Group is ensuring that, **by 2030 all water-bearing hansgrohe and AXOR products will be available exclusively with water- and energy saving functions.**



## PROBLEM

.....

**99% of CO<sub>2</sub>e emissions**  
from water-bearing products are  
produced during the products' use



## SOLUTION

.....

**100% ECO**  
Our mission is to make all water-  
bearing products 100% Eco by 2030



## IMPACT

.....

**Up to 60% less\***  
water and energy consumed thanks  
to water-saving technologies



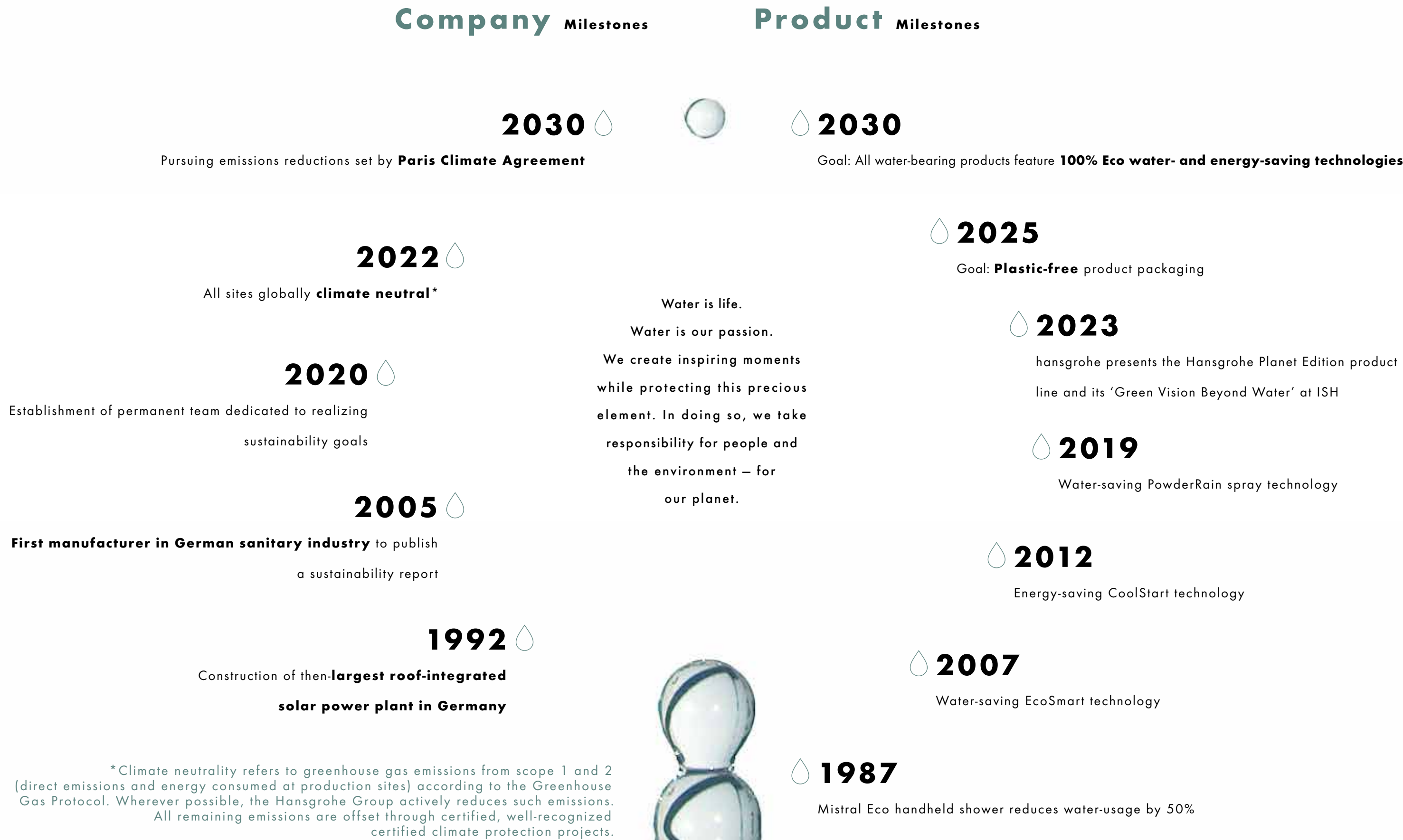
## PERFORMANCE

.....

**Great**  
performance, design and experience  
in the bathroom and kitchen

\*compared to our conventional showers

# Our Way to a Green Transformation





# The Three Pillars of our Sustainability Strategy

.....

## Hansgrohe Conserves Water Cycles

Safe fresh water is a valuable resource that is unequally distributed. In regions where water is scarce, it is vital to use it sparingly. But even in water-rich regions, there is a constant need to invest in its treatment. Hansgrohe conserves water cycles by ensuring that our products save water while maintaining the same showering experience. 💧

## Hansgrohe Protects the Climate

Hansgrohe Group products become environmentally friendly, supporting the Paris and Glasgow goals. The consumption of hot water costs a lot of energy. Saving water with Hansgrohe products therefore also means reducing the energy consumption of sanitary facilities and protecting the climate. 💧

## Hansgrohe Becomes Part of the Circular Economy

Every resource that no longer needs to be extracted but can be recycled conserves our ecosystems and saves energy and water in production processes. Hansgrohe develops durable, repairable and recyclable products, sustainable packaging and works to use materials that preserve our ecosystems as much as possible. 💧



# 10 Initiatives

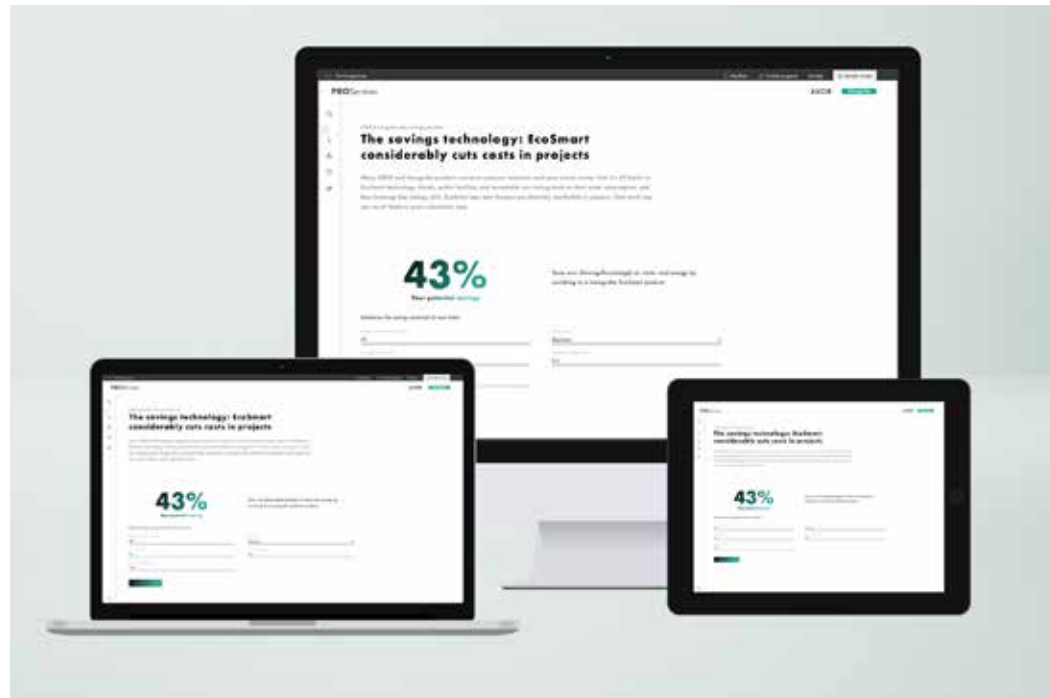
.....

Hansgrohe Group contributes to protecting our planet through **three fields of action: saving water, protecting the planet and becoming part of the circular economy.** We pursue these fields of action through **ten initiatives**, from green products to green energy to green controlling, each with their own concrete objectives and projects.





## Resource-Saving Technologies



### The Water Savings Calculator — See How Much You Can Save with our Technologies!

....

Thanks to our EcoSmart technology, **many AXOR and hansgrohe products conserve precious water and costly energy, saving you real money.** For hotels, resorts facilities and other large projects, these savings can be especially significant. And since there's no surcharge for EcoSmart faucets and showers, so there's reason not to plan them into your next project! **Use our water-savings calculator to find out how much you can save.** 💧

CALCULATE YOUR SAVINGS POTENTIAL! ➔

### EcoSmart: Less Water. Less Energy. Less Cost.

....

AXOR and hansgrohe **showers and faucets fitted with our innovative EcoSmart technology consume up to 60 percent less water** than our conventional products – and saving water means saving hot water, which conserves energy, reduces CO<sub>2</sub>e emissions and lowers costs. For hotels, resorts and other large-scale project, **the cost-savings potential is vast.** 💧



### CoolStart: A Cool Way to Save Energy

....

When conventional faucets are turned on, they immediately consume warm water. But **faucets equipped with our CoolStart technology allow warm water to flow only when it's actually needed.** As long the faucet handle is in the middle position, only cold water flows, conserving energy, reducing emissions and saving money. 💧

**hansgrohe Pulsify:**  
**For a Sensual, Sustainable Shower**  
**Experience.**

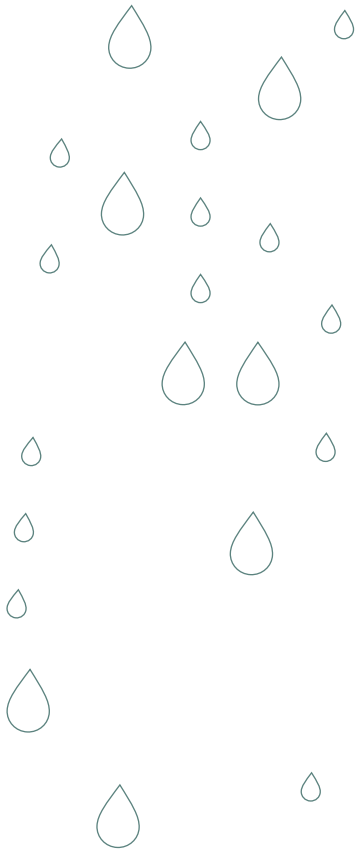
....

Pulsify EcoSmart showers from hansgrohe envelop the body in **soothing, microfine PowderRain**, pampering customers and making showering one of the highlights of the day. But thanks to EcoSmart technology, the Pulsify EcoSmart shower also **reduces water consumption, conserving energy and saving costs**. No wonder 9 out of 10 customers confirm a great showering experience – **with 40% water savings.\*** 💧

LEARN MORE ABOUT PULSIFY →



\*Source: TRND customer study with 150 testers, July 2022. Water savings compared to hansgrohe average.



**AXOR Conscious Showers:**  
**Make the most of your rituals**

....

Timeless design meets contemporary eco-consciousness in this innovative shower range from AXOR. Designed by the award-winning studio Phoenix Design, **AXOR Conscious showers** use cutting-edge jet spray technology to **reduce water flow to rates as low as six liters per minute – without compromising the showering experience.** 💧



# Labels & Certificates

.....

**We build credibility with our stakeholders by being transparent about our environmental impact.** To this end, we take steps such as participating in third-party assessments and allowing our environmental product claims to be confirmed by leading independent bodies.

## EU Taxonomy for Sustainable Act.

**Product specific criteria are already met by over 3.500 SKUs, with more coming in 2024**

The EU Taxonomy establishes a framework of six environmental objectives designed to assess whether an economic activity is sustainable. Projects must make a significant contribution to at least one of the objectives without harming any of the others. Investors, banks, insurers and certifiers assessing EU Taxonomy-compliant activities in construction must ensure that projects use only products meeting criteria such as specific flow rates for faucets and showers. **Hansgrohe's economic activities meet the requirements** on minimum social safeguards as well as the generic 'Do No Significant Harm' criteria. 💧

## Ecological Impact Transparency down to the Product Level.

**The Hansgrohe Group has published Environmental Product Declarations (EPDs) for nine AXOR and hansgrohe product categories, covering approximately 1,400 of its best-selling products in total**

EPDs provide important information about the environmental impact of a product across its life cycle, from the extraction of its raw materials through its manufacturing and many years of use to its recycling or disposal. This data provides architects, builders and designers with important information about the sustainability of their building projects and is particularly **important for projects that are subject to international certification systems such as BREEAM or LEED.** 💧



**Positive Ratings from Independent, Respected Third-Parties.**

**Ecovadis: Silver Medal, putting Hansgrohe in the top 25% of all companies assessed by EcoVadis.**  
**CDP: B rating.**

In 2022, **the Hansgrohe Group received impressive assessments from two highly respected independent bodies.** The CDP widely regarded as the gold standard for environmental reporting, gave us a solid B rating. In addition, we received a Silver Medal from EcoVadis, which assesses how well a company has integrated sustainability – defined in terms of the environment, labor and human rights, ethics and sustainable procurement – into its management system. Naturally, **we have set ourselves the goal of achieving an A rating from the CDP and a Gold Medal from EcoVadis** in the coming years. 💧



**Supporting Partners Applying for Green Building Certification.**

**Hansgrohe further supports your efforts by providing you with all relevant product information (e.g. EPDs) when you are undergoing green-building certification.**

For our partners in the hotel and hospitality industry, receiving certification from **LEED, BREEAM, DGNB** and other international building rating systems is more important than ever. At the Hansgrohe Group, our innovative and efficient **EcoSmart** technology, available on a selection of AXOR and hansgrohe products, consumes up to 60 percent less water than our conventional products, **helping you comply** with the stringent requirements of these systems. 💧





# The Bathroom of the Future

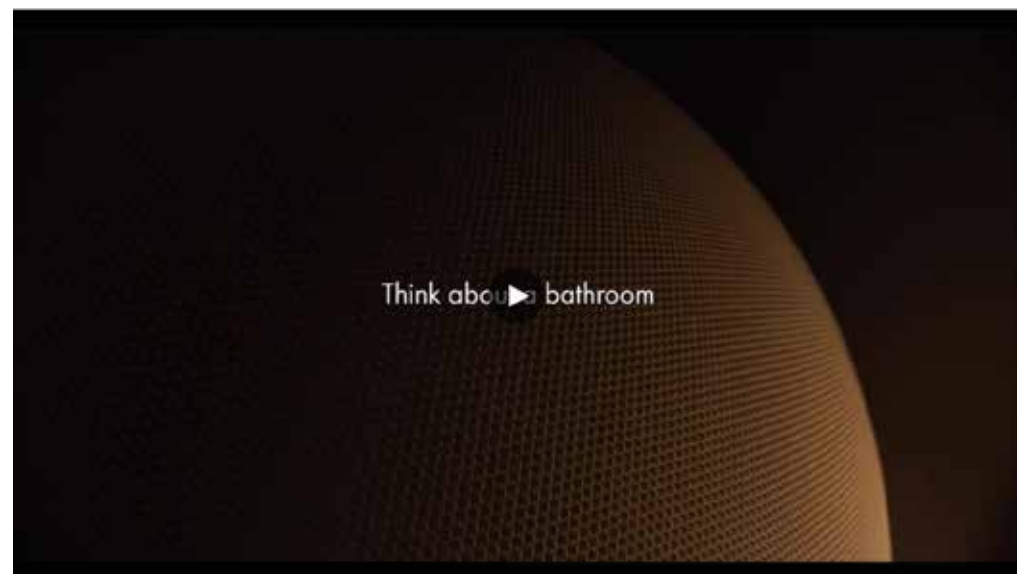
Introducing Green Vision, a bathroom concept in harmony with people and nature.

# Our Green Vision

.....

**How can a bathroom be sustainable while meeting the growing need for a retreat from the stresses of daily life?**

This question informs almost every detail of our Green Vision – a revolutionary concept that drastically reduces water consumption, energy waste and CO<sub>2</sub>e emissions in the bathroom.



Developed in collaboration with Phoenix Design, **our Green Vision concept shows the way to the bathroom of the future.** Taking center stage is **the BASE**, a modular sanitary platform with a shower that consumes only 10L of water per use. The shower features an illuminated body that darkens in sync with the amount of water left and uses PH-neutral water that rejuvenates the skin while eliminating the need for soap or shampoo.

At the sink, **motion sensors with our innovative Select Technology ensure water efficiency** while allowing for effortless switching among three low-volume spray types: a cold, misty shower that's ideal for washing hands and face and a concentrated mono spray in hot and cold settings.

**The toilet includes a variety of water-saving features:** It reuses wastewater from the shower/washbasin, utilizes an integrated bidet to spare the use of toilet paper and separates feces from urine, reducing the water volume of each flush.

For a sustainable yet equally relaxing alternative to bathing, Green Vision offers **the SPHERE.** Suspended over a comfortable reclining chair, its dome **immerses users in a steam bath infused with essential oils, accompanied by a soothing light show.**

Despite its forward-thinking design, or perhaps because of it, the Green Vision bathroom is remarkably pragmatic, consuming **90% less water, 90% less energy and producing 90% less CO<sub>2</sub>e emissions than a standard bathroom.** 💧





# 2 Brands.

# 1 Promise.

## AXOR and hansgrohe: Exceptional Brands for Exceptional Bathrooms

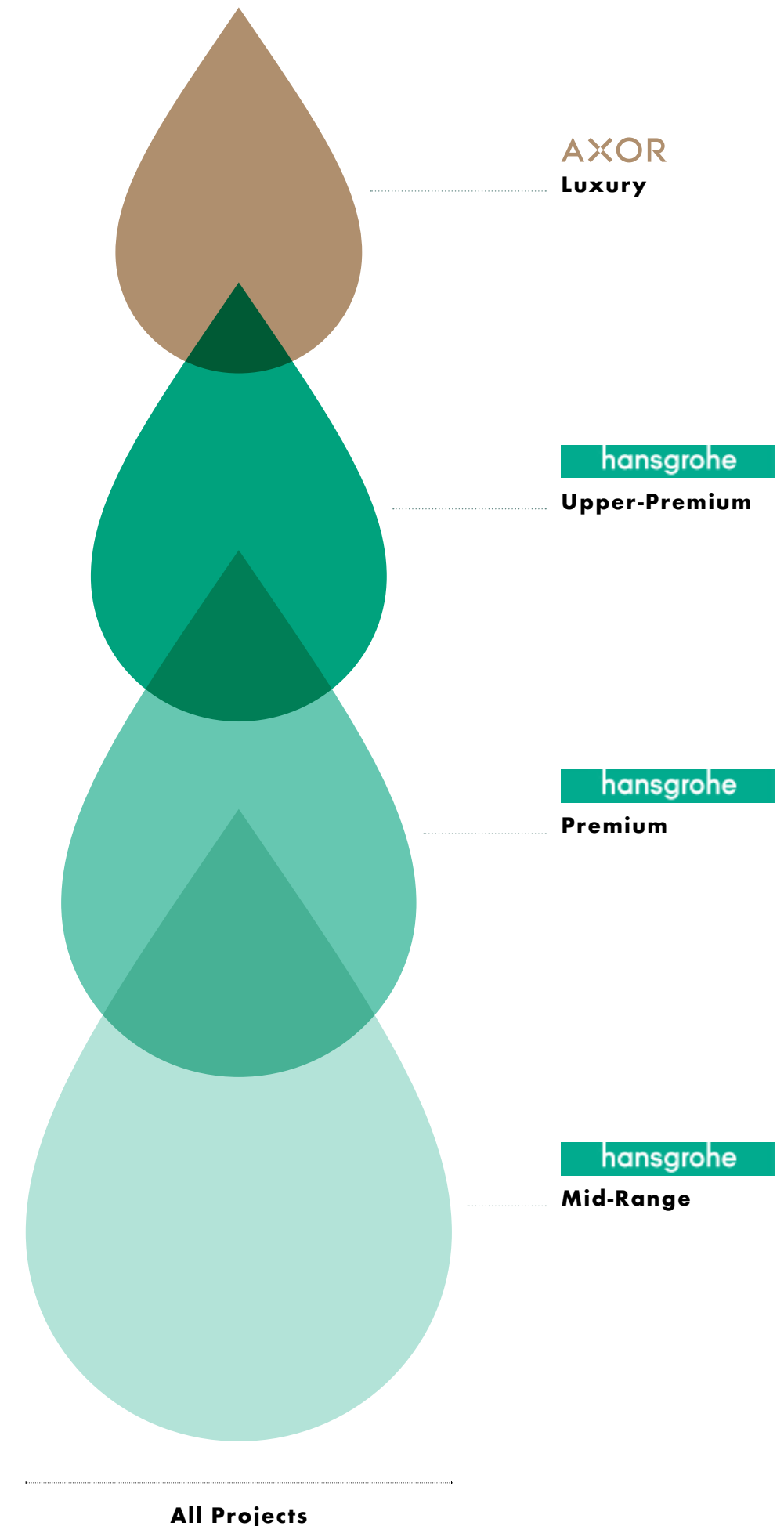
.....

With two brands and a comprehensive product portfolio, the Hansgrohe Group covers all of your project needs, worldwide.

To meet the needs of even the most demanding projects, the Hansgrohe Group offers two distinct yet complementary brands, the design brand AXOR and the premium brand hansgrohe. While each has its own look and feel, both brands reflect our company's abiding passion for water and relentless pursuit of innovation, quality and sustainability.

With its diverse product portfolio, created in collaboration with some of the world's most celebrated design talents, **AXOR is well-suited for luxury projects**, expertly enhancing the concept of your architect or interior designer. With its expansive portfolio and holistic approach to the bathroom, **hansgrohe brings great style and remarkable ease and efficiency to mid-range, premium and upper-premium projects.** 💧

All Budgets







# Making Bathrooms Personal

AXOR conceives and manufactures iconic objects for luxurious bathrooms and kitchens. Developed in collaboration with world-renowned designers, AXOR products come in an inspiring variety of styles and are manufactured to the very highest standards of quality.





From  
**Personalities**  
for  
**Personalities**

Distinctive projects require distinctive bathrooms. AXOR meets that need with a diverse product portfolio that reflects the individual styles, philosophies and personalities of some of the world’s leading designers. With an expertise that extends far beyond the products themselves, AXOR inspires your project's architects’ and interior designers, and supports them in re-imagining water-focused spaces. Turn your projects’ bathrooms in spa-like retreats, places to relax and reenergize.

Produced to the very highest quality standards, AXOR faucets and showers come in a wide range of exclusive AXOR FinishPlus surfaces. To ensure a consistent visual language throughout the bathroom, AXOR offers a comprehensive range of bathroom accessories, available in the same exclusive finishes. All products can be customized according to the concept of your architects or interior designers. The end result? Distinctive bathrooms of remarkable design that fulfill the desires of your most discerning customers. From personalities, for personalities.



WORLD-RENOWNED CREATIVES

# AXOR Design Partners

When deciding on design partners, AXOR opts for trailblazers and pioneers, out-of-the-box thinkers with experience across industries, disciplines and cultures. When these designers come into contact with AXOR engineers, the result is a remarkable cross-fertilization of ideas that leads to new and unexpected outcomes. From the whirling water vortex of AXOR Starck V to the exquisite waterfall of AXOR Massaud, from the groundbreaking interactivity of AXOR One to the audacious whimsy of the Nendo LampShower, every new designer creation pushes AXOR to think harder, search further and test the limits of the possible.

From left to right:  
Jean-Marie Massaud | Philippe Starck | Patricia Urquiola | Antonio Citterio  
Oki Sato | Barber Osgerby | Front Design

GET TO KNOW THE AXOR DESIGN PARTNERS →





AXOR inspires architects and interior designers to realize their visions, creating distinctive bathrooms that appeal to your discerning clientele

# Inspired by AXOR



## A PLACE OF REGENERATION

# Modernity and History



Acclaimed architect Hadi Teherani drew inspiration from the traditional public baths of the Middle East for this luxurious concept bathroom. Fulfilling the role of 'functional jewelry', Teherani's selection of AXOR fixtures, all in alluring Matt Black, includes a free-standing AXOR Citterio E faucet at the bathtub and AXOR overhead and hand-held showers. To ensure a consistent design language across the bathroom, the architect opted for AXOR Universal Soft-square Accessories.





GRETEL AND HÄNSEL

## A Black Forest Fantasy

With 'Gretel and Hänsel', the imaginative Swiss-based interior architect Ushi Tamborriello presents a hotel bathroom concept of understated luxury. This sophisticated fairytale features AXOR MyEdition faucets, AXOR Suite basins, the new AXOR ShowerComposition by Philippe Starck, AXOR Universal Rectangular Accessories and an AXOR Drain. All products are finished in Matt Black or Polished Red Gold.

AN UTOPIAN DREAM

## Above the clouds



Conceived as the bathroom of a luxury hotel in a developing metropolis, 'Utopian Dream' by renowned Valencia-based design studio Masquespacio balances neo-classical and futuristic influences. To realize their vision, the designers chose an array of AXOR products in Polished Black Chrome, including faucets and a floor-standing bath faucet from the AXOR Starck collection, basins and a bathtub from AXOR Suite, and an AXOR ShowerComposition shower panel.

GET INSPIRED BY AXOR →

EXCLUSIVE AXOR FINISHES

A  
Rich Palette  
of  
Color

Enhance your interior design concept with AXOR FinishPlus.

Produced in our state-of-the-art PVD chambers,

AXOR FinishPlus surfaces offer exceptional robustness,

durability and scratch-resistance, all while setting the standard

for color variety, depth and reflective brilliance.

Hand-finished by expert technicians, AXOR FinishPlus offers

the perfect finishing touch to any luxury bathroom.

A world of colors and materials

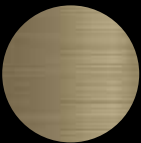
AXOR FINISHES



Chrome

-000

AXOR FINISHPLUS PVD-SURFACES



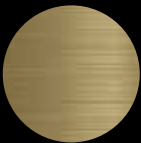
Brushed Brass

-950



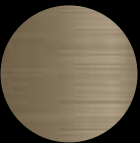
Polished Gold  
Optic

-990



Brushed Gold  
Optic

-250



Brushed Bronze

-140



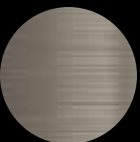
Polished Red  
Gold

-300



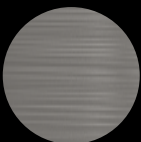
Brushed Red  
Gold

-310



Brushed Nickel

-820



Stainless Steel  
Optic

-800



Polished Black  
Chrome

-330



Brushed Black  
Chrome

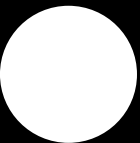
-340

AXOR FINISHPLUS LACQUERED SURFACES



Matt Black

-670



Matt White

-700

The lacquered Matt Black and Matt White finishes are only available for a selected range of AXOR products.

LEARN MORE ABOUT AXOR FINISHPLUS: →



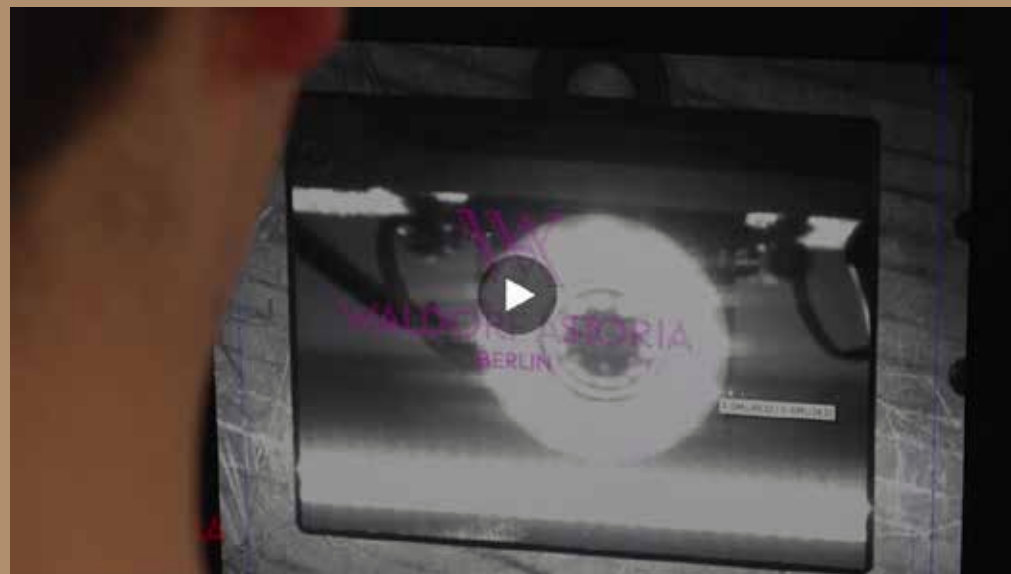
## AXOR SIGNATURE

# Set your Bathrooms Apart with Customized Fixtures

## ENGRAVINGS AND LABELING



Use AXOR Signature services to create a closer bond with your customers. Engrave a logo, monogram, coat of arms or other visual motif directly onto your AXOR fixtures. For ease of use, label your fixtures with icons or symbols. You can even imprint a special message.



## LENGTH ADAPTION



Whether you're trying to achieve an effect, adapt to special dimensions or simply work around an obstacle, you can lengthen or shorten your AXOR products to achieve your desired distance from wall to spout or from ceiling to showerhead. For even more complex adaptations, just inquire.

## NEW PRODUCT DEVELOPMENT



Let AXOR help you express the uniqueness of your luxury project right down to the bathroom fixtures. Work with the AXOR manufacturing team to design your own taps or showers. Develop a special color, modify the fixtures' handles, embed gemstones or other elements in your creation. Almost anything is possible with AXOR Signature services.



# hansgrohe

Partners in

# EXCELLENCE

hansgrohe creates holistic bathrooms that harmonize excellent design with the unique spirit of your project. With a wide selection of innovative products and styles in its portfolio, hansgrohe is sure to suit the needs of almost any project.



# A holistic Approach to **THE BATHROOM**

More than just a pioneer of stand-alone products, hansgrohe is committed to reinventing the role of the bathroom itself. As creators of holistic solutions, we design unique water-related spaces that turn the bathroom experience into an integral and inspiring part of your daily routine.

Creating such a feel-good bathroom takes more than just outstanding products. It requires a reliable and competent partner to guide you through the entire process. At hansgrohe, we've taken a holistic approach to bathroom solutions and services for more than a century. From planning to implementation, we're with you every step of the way.

hansgrohe is not just a brand with unique expertise – we're your partner in creating dream bathrooms. We're dedicated to making your life easier and your customers' experience unforgettable. Whether you're designing for hotels, residential or commercial projects, we have the know-how to bring your vision to life. And with our comprehensive range of well-thought-out and perfectly matching products, we make it easy to combine design and quality with your individual ambitions.

But don't just take our word for it. Let us show you how easy it is to work with us.

Watch this short video to discover the advantages  
of hansgrohe's EASY BATHROOM PROGRAM

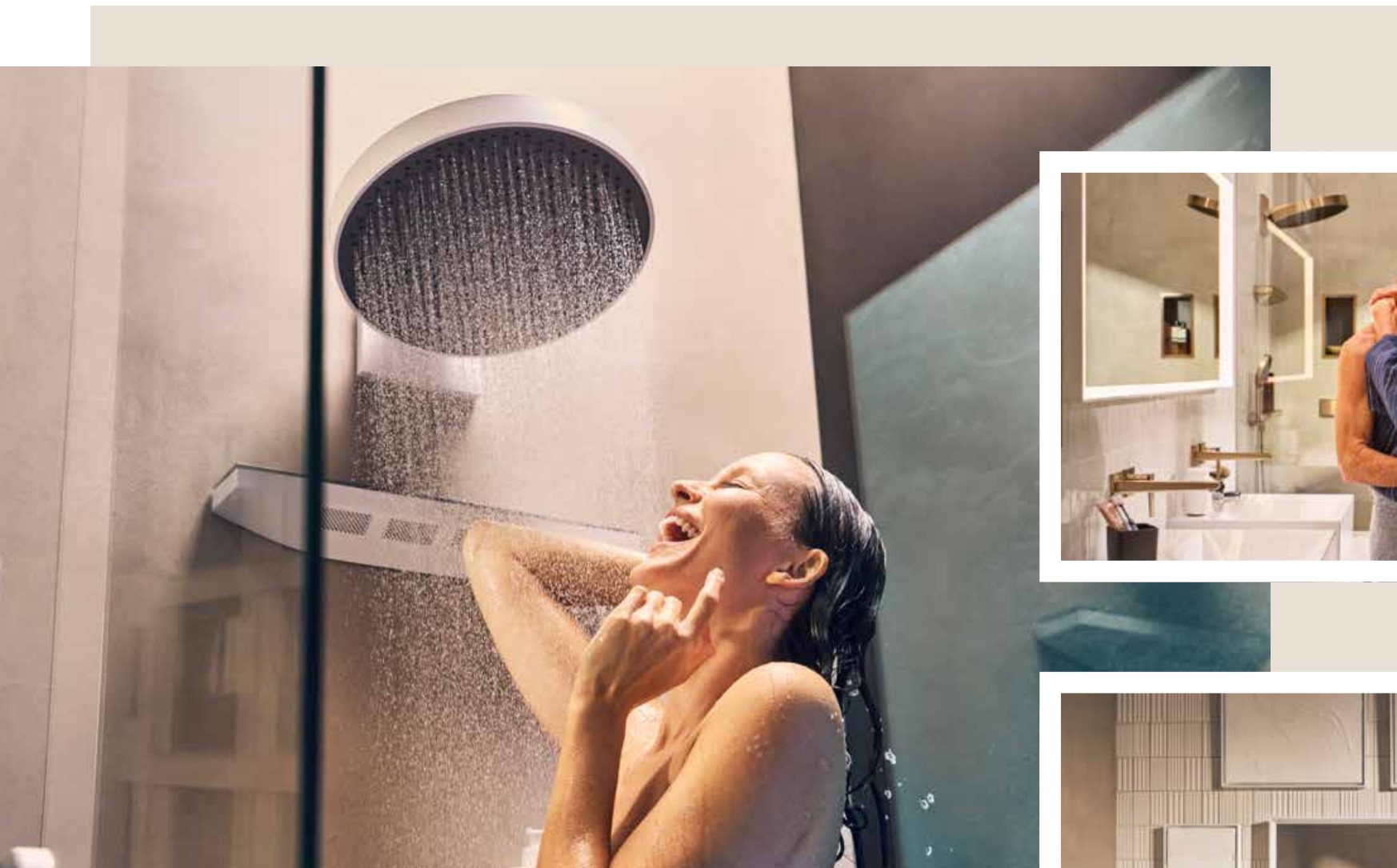


### Easy to compose

We help you identify matching designs across product categories using a common design language. At the same time, we guarantee a perfect harmony of color and finishes among our faucets, furniture handles and feet, accessories, shower columns, boxes and shower drains. You can also look forward to a seamless fit, courtesy of our ExcellentFit technology, between faucets and washbasins, tested for splash protection and noise reduction.







Creating outstanding  
bathrooms for your hospitality,  
commercial or residential project  
has never been so easy!



### Easy to afford

At hansgrohe, we understand that designing dream bathrooms should not be limited by finances. We believe that every bathroom deserves to be a masterpiece, regardless of its budget. That's why we offer solutions for projects in the mid-range, premium and upper-premium segments.

### Easy to specify

Our commitment to offering a comprehensive product range – from bathroom fixtures and accessories to ceramics, furniture and more – with new products added every year, makes us the one-stop shop for all your bathroom needs. You can be sure that your property owners or developers will appreciate the reliability and quality of our products and the flawless deliveries that we, as a highly established global brand, can offer. And thanks to our dedicated team of experts, you have a reliable and supportive partner throughout the entire bathroom design process.

### Easy to have delivered

We stand for reliable logistics. Individual orders can be delivered in the same truck and at the same time to ensure efficiency and convenience on the construction site. In addition, we take efforts to ensure that your delivery arrives as dust-free and plastic-free as possible.

LEARN MORE ABOUT HOLISTIC BATHROOMS →





### Easy to install

We do our best to make the lives of installers easier and their installation services more time-efficient. In addition to pre-cut and made-to-measure components that save time when installing, we provide tutorial videos that make installation as simple and straightforward as possible.

### Easy to use

Our products have been meticulously designed to make their daily use as easy, comfortable and convenient as possible.

### Easy to clean and maintain

Making use of innovative technologies and finishes such as our AquaHelix flush techno-

logy and our special SmartClean glaze, we design all of our products to be as easy to clean and maintain as possible.

### Easy for the planet

Water is our greatest passion and a precious resource. At hansgrohe, we want to take responsibility for people, the environment and our planet, which is why we use technologies like EcoSmart and CoolStart in our products, reducing water and energy consumption. Compliance with third-party certification systems proves our products' sustainability—and ensures that your projects meet the most relevant international sustainability standards.

"Extending the portfolio creates a secure and safe bathroom environment where everything is being taken care of in the same hansgrohe quality."

**Peter Ippolito, Co-Founder  
of the Ippolito Fleitz Group design studio**



LEARN MORE ABOUT HOLISTIC BATHROOMS →

One Partner.

More than 30 Years of

# ICONIC DESIGN

## A world-leading design and innovation studio

The exclusive design partner of hansgrohe since 1987, Phoenix Design is ranked a top design studio in the world. Renowned for their interactions and product design, Phoenix have received more than 800 international awards to date.



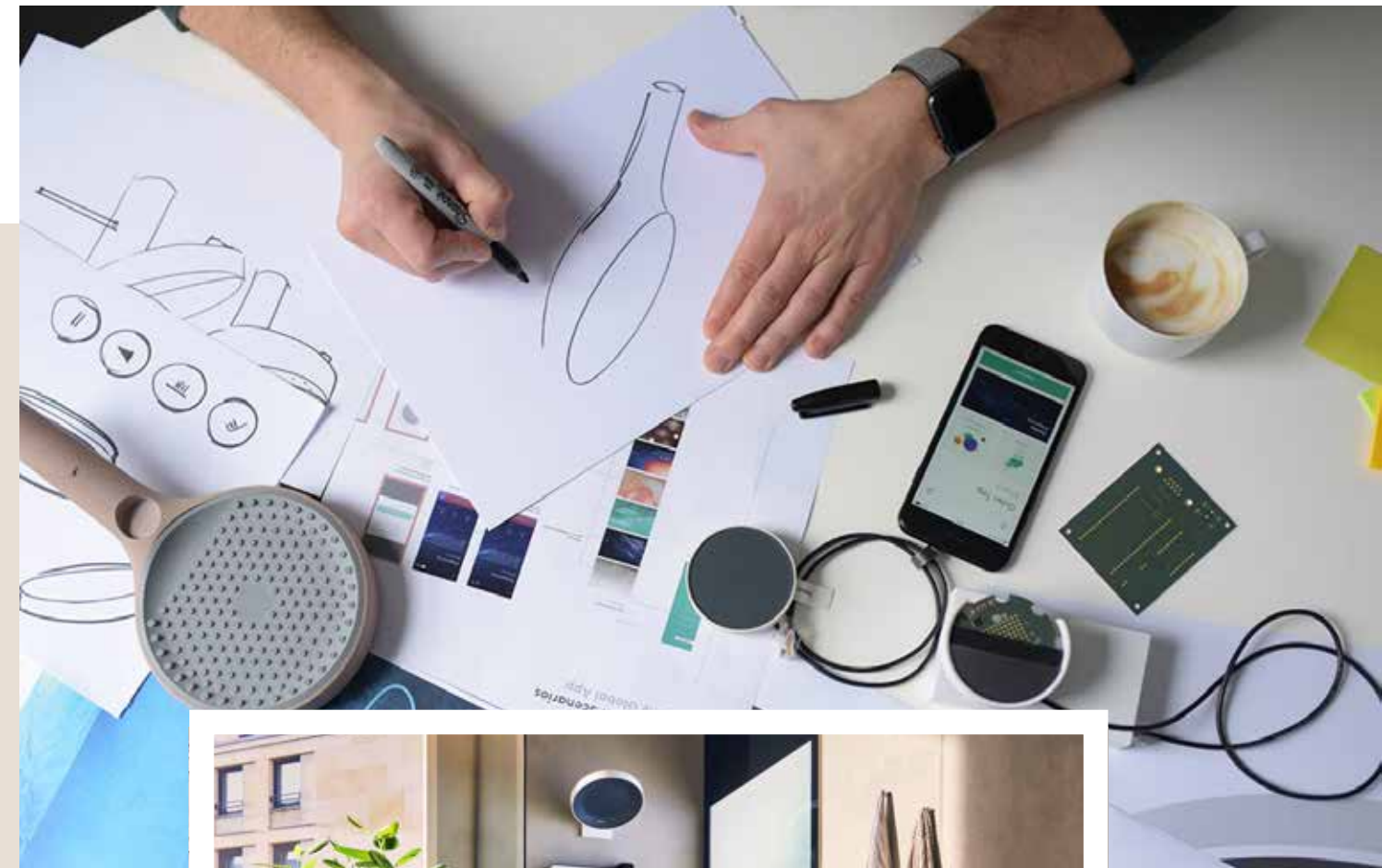
Matthias Oesterle,  
Andreas Diefenbach,  
Phoenix Design

“The constant of our success is our infatuation with the element of water.”

**Andreas Diefenbach, Phoenix Design**

## Reinventing the bathroom

Through our decades-long partnership, Phoenix has helped revolutionize the shower experience, with breakthrough products such as Raindance (2003) and, more recently, the RainTunes digital shower system (2019).



Designed by Phoenix, Rainfinity features elegant, monolithic shapes and an appealing color palette.



hansgrohe FinishPlus

# EXCEPTIONAL

Surfaces and Colors



## Enhance and elevate your project's bathrooms

The hansgrohe FinishPlus program offers a variety of surface designs that reflect the unique character of your project. From Matt Black to Brushed Black Chrome, Matt White to Brushed Bronze, FinishPlus surfaces help architects and interior designers create the perfect bathroom ambience.



EXPLORE THE WORLD OF FINISHPLUS →

## A Legacy of Award-Winning Design

.....

Good design is about more than a product's appearance. **Behind the design of our AXOR and hansgrohe brands is a philosophy** dedicated to bringing joy and benefit to the user. No wonder we've won **more than 700 design awards**.

Since our founding, the Hansgrohe Group has been **driven by a tireless commitment to excellence and innovation**. Every product we make is thought-out to the smallest detail, always with the bathroom experience in mind. But don't just take our word for it. From Tri-Bel to Rainfinity, AXOR One to AXOR Edge, **our list of award-winning designs, recognized by prestigious institutions such as Red Dot and iF Design, spans decades and product categories**. Such awards are not just an honor—they're a confirmation. 💧

EXPLORE OUR DESIGN AWARDS →



red**dot** winner 2023



# Your Partner for the Bathroom

# The Right Bathroom Partner for your Projects

.....

Our partners in the project business choose to work with the Hansgrohe Group because they value the **unmatched experience, reliability and flexibility** we offer. They know they can depend on us to deliver **outstanding quality and excellent design, expertly adapted to the specific requirements of their project**. And they appreciate the **ease, convenience and savings that comes from working with a single source for all of their bathroom needs**. So, whatever your project and wherever in the world it's located, **discover why the Hansgrohe Group is right partner for you**.





# 1 Project Consultancy

.....

Our commitment to our partners and our flexibility in meeting their needs makes us one of the leading bathroom suppliers in the global projects business. **From advice on the right selection of products to technical expertise during the planning, installation and construction acceptance phases: Our dedicated team of project consultants provides comprehensive support on any and all topics relating to your project.**



Our project consultants offer architects, designers and bathroom planners **full guidance in the design and implementation of your projects' bathrooms.**

FIND OUT HOW OUR CONSULTANTS CAN HELP YOU →



**BIM planning data:** By providing our partners with building information modeling (BIM) data on our products, **we help make the computer-aided, integrated planning, implementation and construction management of your projects more swift and reliable.**

We help you find the perfect bathroom fittings, **fully compliant with your building and water regulations.**



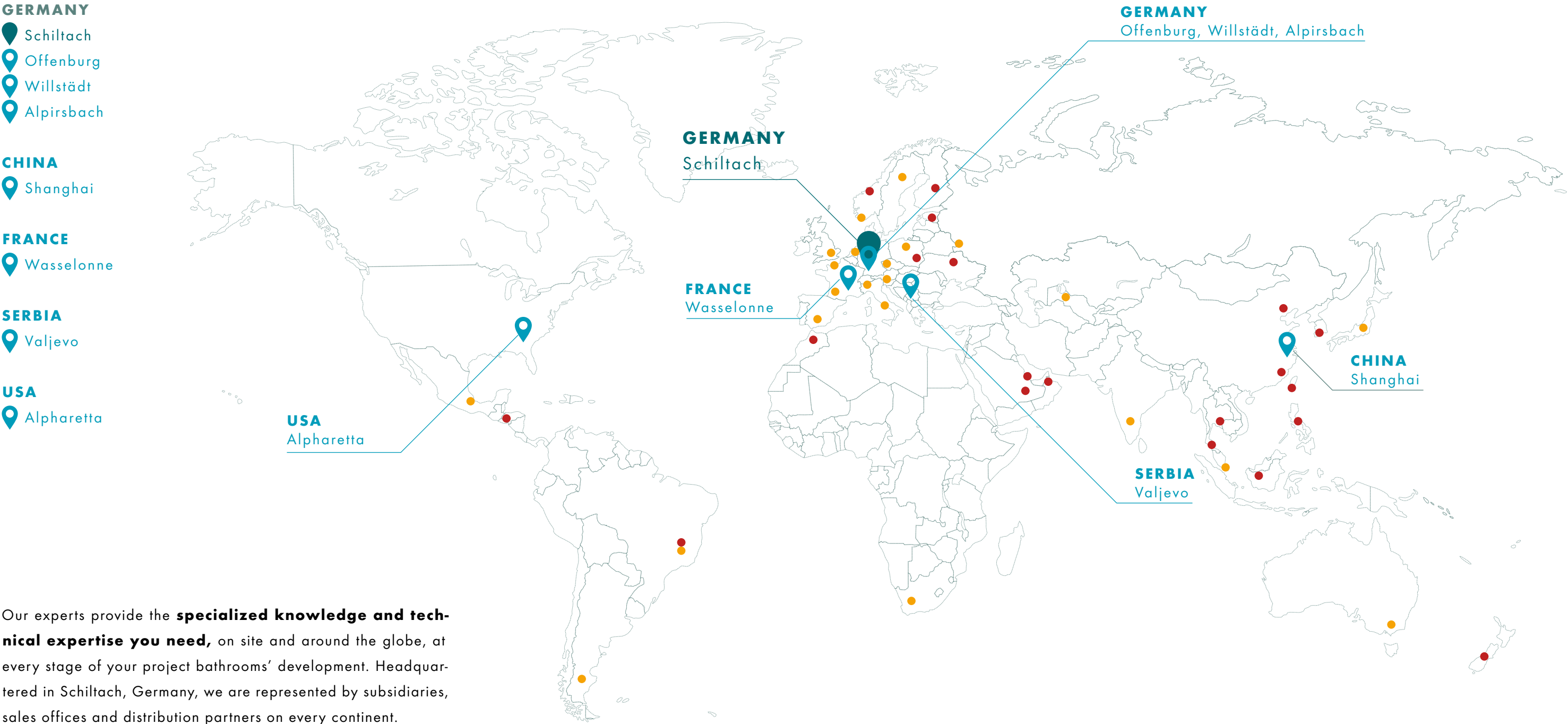
**Personal consulting:** Our experts provide **project-specific advice and support** to help make the management and execution of your project as straightforward and successful as possible, **from information on international standards to advice on cross-border project fulfillment.**

# 2 Global Presence and Network

.....

Wherever your project may be, the Hansgrohe Group is ready and able to support you. As one of the few truly global players in the sanitation industry, we offer a comprehensive international network that includes a Global

Projects team of more than 200 internationally-based experts specialized in serving and advising partners on site, around the globe. Moreover, we manufacture in seven production sites around the world, from the USA to France to Germany to China, in order cater to worldwide demand.



Our experts provide the specialized knowledge and technical expertise you need, on site and around the globe, at every stage of your project bathrooms' development. Headquartered in Schiltach, Germany, we are represented by subsidiaries, sales offices and distribution partners on every continent.



### 3 One-Stop Shop

.....

Our vast portfolio of products reduces complexity for our partners, enabling them to **procure outstanding, perfectly-matched bathroom components in nearly every category, all from a single, high-quality source.** Beyond making ordering, shipping and installation easier and more convenient, our offer allows partners to create **bathrooms that harmonize in terms of design, finish and color.** From faucets to shower solutions, wash basins to bathtubs, drains to accessories to bathroom furniture and more, **the Hansgrohe Group is your one-stop shop for the bathroom.**



	hansgrohe	AXOR
Bath Faucets	💧	💧
Shower Solutions	💧	💧
Drains	💧	💧
Washbasins	💧	💧
Toilets	💧	
Bathtubs		💧
Furniture	💧	
Accessories	💧	💧
Outdoor Showers		💧
Kitchen Faucets	💧	💧
Kitchen Sinks	💧	

## 4 Quality, Durability, Reliability

.....

Whether showers, faucets, ceramics, accessories or any other bathroom component, **our products are made to withstand the rigor of everyday use for years to come. These products prove themselves thousands of times in test cycles,** stress tests and field tests before they are ready for series production. Meticulous about quality assurance and quality management, the Hansgrohe Group has its highly qualified employees to thank for ensuring that the very highest standards are met. Of course, **our attention to quality also extends to ensuring the well-being of the end user. Made with carefully chrome-plated brass and phthalate-free plastics, our products are designed to be as quiet as possible** and feature temperature limitations wherever appropriate.



**When it comes to quality, we make no compromises.** Our products prove themselves thousands of times in test cycles, stress tests and field tests before they are ready for series production.



Quality means caring for our customers' well-being. **Our products are manufactured to exceed international drinking water standards,** and have been designed to be as quiet as possible for a soothing bathroom experience.



**Independent testing institutes and design juries certify our premium quality** in material and design, functionality and sustainability, service and warranty.

SEE WHAT QUALITY MEANS TO HANSGROHE →



## 5 Logistics Support

.....

**Punctuality, reliability and transparency** are of the utmost importance to our partners in the global projects business. That's why we've built them into every aspect of our fulfillment and delivery services. By offering **global, route-optimized deliveries, standardized and sustainable packaging and an extraordinary level of goods availability**, we ensure that our partners' experience **working with the Hansgrohe Group is as easy, efficient and satisfying as possible.**



Constant investment in our fulfillment centers and a high degree of automation allows us **to quickly to adjust to and meet the logistical demands of our partners across the globe.**



Our team of logistics experts have **streamlined the order and delivery process** to make it as easy and efficient as possible for our partners.



## 6 After-Sales Service and Guarantees

.....

At the Hansgrohe Group, **we give you peace of mind** not just during the planning and installing of your project bathrooms but **long after the work is completed.** We do this by providing you with the **highest-quality parts and services. External auditing companies regularly put our quality management system to the test**, and we back up the quality of our products with a **voluntary 5-year warranty.** Not only is service available to you even after installation, but **Hansgrohe guarantees the availability of spare parts for our products for 15 years after that product's discontinuation.**



.....

Each and every one of our products is designed to meet the **highest standards of quality**, long after its purchase. We back this up with **a voluntary, 5-year manufacturer's warranty\*.**

\* To read the full terms of our manufacturer's warranty, please refer to our website:  
<https://pro.hansgrohe.com/your-selling-points/warranty>



.....

We guarantee the **availability of spare parts for every product for 15 years after that product's discontinuation**, ensuring that **your investment with us is long-lasting and secure.**



EXPLORE OUR AFTER-SALES QUALITY ASSURANCE →

# 7 Product Sampling — Experience

.....

There’s no better way to discover the exceptional quality, style and finish of our products than to experience them for yourself. We showcase our products in dedicated locations around the world and are **happy to provide you with any samples you might need in order to picture your project bathrooms more clearly.** For a truly special encounter with our products, we invite you to visit our headquarters in Schiltach, Germany, where **you can test a full range of them at our Aquademie.**



Situated in Schiltach, Germany, **our Aquademie offers partners a chance to test a full range of AXOR and hansgrohe products for themselves.** The Aquademie also includes a museum on more than 100-year history of the Hansgrohe Group.

Country	City	Showroom name
Germany	Schiltach	Hansgrohe Aquademie
	Hamburg	The Water Studio
Italy	Torino	The Water Studio
Belgium	Brussels	The Water Studio
Adriatics/Croatia	Zagreb	The Water Studio
Australia	Melbourne	The Water Studio
Austria	Wiener Neudorf	The Water Studio
South Africa	Johannesburg	The Water Studio
Turkey	Istanbul	The Water Studio
Denmark	Hasselager/Aarhus	The Water Studio
Poland	Warsaw	The Water Studio
United Kingdom	London	The Water Studio
Finland	Helsinki	The Water Studio
Hungary	Budapest	The Water Studio
Spain	Barcelona	The Water Studio
Switzerland	Neuenhof/Zürich	The Water Studio
China	Shanghai	InnoCenter
Japan	Tokyo	The Water Studio
Netherlands	Amsterdam	The Water Studio
Portugal	Lisbon	The Water Studio
Singapore	Singapore	The Water Studio
USA	Atlanta	Hansgrohe Aquademie



At 300 m2, our biggest Water Studio, in Hamburg, is **a showroom, a testing site and a learning center for our products.**



# 8 Local Approvals

.....

The Hansgrohe Group is dedicated to making sure that your project complies with necessary guidelines. That’s why **we work with relevant governing bodies across countries and regions to ensure that our products have the required approvals and certifications.**



Hansgrohe products comply with various international and local guidelines—meaning that, **regardless of its location, we meet the necessary standards to work on your project.**

# 9 Technical Support Hotline

.....

You can count on us to provide technical support whenever you need it. **Our trained technicians are available for you 24/7 via a hotline at our German headquarters and during office hours via a hotline at each of our subsidiaries worldwide.**



With support hotlines during office hours at each of our subsidiaries around the world and a 24/7 hotline at our headquarters in Germany, **there’s always someone to answer your project-related questions.**

## 10 Manufacture

.....

One-of-a-kind projects demand one-of-a-kind bathrooms.

**We create unique, customized products to meet the precise needs and/or express the individual spirit of our partners' projects.** From special finishes to engraved logos to project-specific product modifications, **our wide range of special manufacturing services ensure an almost unlimited range of possibilities.**

Our quality meets your vision: The Hansgrohe Group makes use of **cutting-edge technologies and outstanding craftsmanship** to meet our partners' needs for unique or customized products.



LEARN MORE ABOUT OUR CUSTOMIZATION SERVICES →



Whether brushed or polished, **all AXOR products are expertly finished by hand.**



At your request, we can lengthen, shorten, inscribe, alter the flow rate of or otherwise adapt our products, **creating one-of-a-kind items that are perfectly suited to the needs of your project.**



# 11 Key Account Management

.....

At the Hansgrohe Group, solving problems is one of our top priorities. That's why **we offer to our key accounts a dedicated account manager who specializes in problem-solving across each of a project's crucial areas.** Should the need arise, **our key account managers are ready to attend project installations on-site.**



Our key account managers are committed to providing you with **expert-level advice, problem-solving and support.**

# 12 Training Programs

.....

At the Hansgrohe Group, **we offer extensive training programs that provide valuable knowledge, skills and support** for hotel technicians, bathroom planners and interior designers working on your project. **In addition, we have created a full range of tutorial videos, available on Youtube, that make installation quick and easy.**



**Our training programs equip your staff with the necessary knowledge and expertise to install and maintain our bathroom products,** saving you valuable time and money during the installation phase and future upkeep of your project.

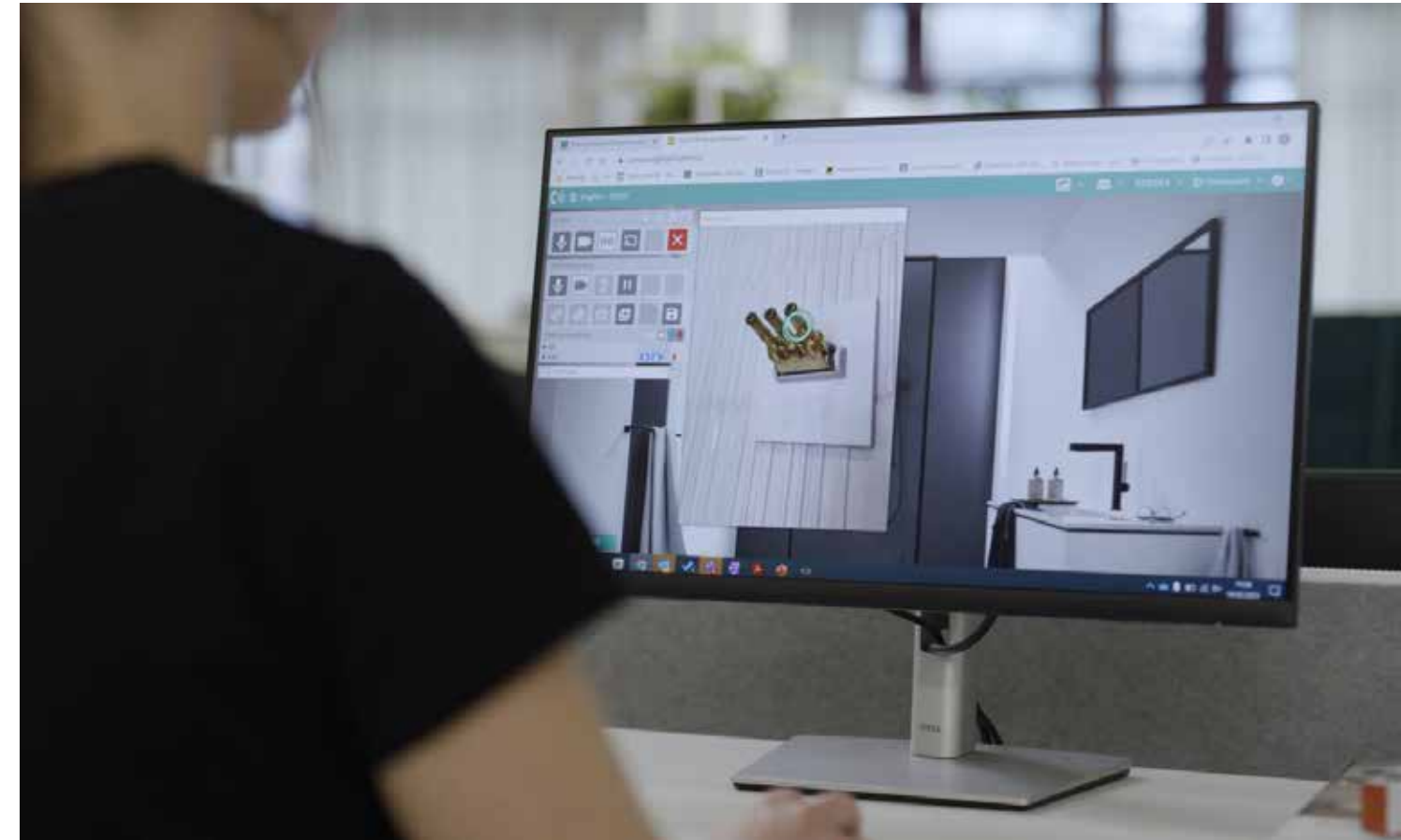
# Hansgrohe. Pro



# HansgrohePro Tools and Services

.....

Working with us is straightforward, easy and convenient, not least because of our online HansgrohePro Tools and Services. **HansgrohePro is the definitive, all-access digital platform for our partners, providing an overview of crucial resources on products and project-planning, as well as access to exclusive services and benefits.**



With HansgrohePro, a full range of services is **just one click away.**



A HansgrohePro account provides you with **access to specialist training and so much more.**

# With HansgrohePro, a full range of services and benefits is just one click away

.....



Products →

**AXOR products**

- New products
- Bathroom products
- Kitchen products
- Customised products
- Spare parts

**hansgrohe products**

- Dream bathrooms
- New products
- Bathroom products
- Kitchen products
- Spare Parts



Consultation and Planning →

- Showerplace Guide
- Installing smart products
- BIM planning data
- Faucet and washbasin as a unit (includes ComfortZone)
- Water savings calculator
- Maintenance and cleaning guide
- Certificates
- Project consultancy
- Electronic Faucets



Service →

- Events
- Showrooms
- Hansgrohe Online
- Aquademie
- Brochures and documents
- FAQs
- Contact
- Newsletter
- News



Your Selling Points →

- References
- Innovative technologies
- Award-winning design
- Warranty
- Sustainability



My Profile →

A HansgrohePro account grants you **exclusive value-added services** and provides **access to specialist training, prices and availability information, targeted support with marketing/advertising, and much more.** Sign up here.



# References





## Palacio Tondón, La Rioja, Spain

.....

Hotel Palacio Tondón is like a binomial between stone and wood, tradition and innovation. 33 rooms are available in total combining design, style and elegance, with comfort and functionality. Some of the views which stand out are of the Ebro river and the Tondón vineyards, from which it gets its name. The Ebro river runs through Briñas, a little gem located in La Rioja which dates back to the Roman period.



### Hospitality

**Location:** La Rioja, Spain

**Participant:** Bilbu Materiales de Contrucción S.L

**Year of completion:** 2018

**Product:** hansgrohe Talis S



## Belgravia Green, Singapore

.....

The Tong Eng Group, developer of Belgravia Green, has been a well-known developer in Singapore for more than 60 years. It is one of the most active ones in residential and commercial property development. Belgravia Green consists of 81 landed units located in Seletar, the northeastern part of Singapore.



### Hospitality

**Location:** Singapore

**Participant:** Laud Architect

**Year of completion:** 2021

**Product:** hansgrohe Talis S & Croma Select







## Nüwa, City of Dreams Macao, China

.....

Nüwa, part of Cotai's popular City of Dreams, showcases Asia's traditional aesthetics, celebrates its Eastern cultural legacy with a sophisticated blend of vintage and modern luxury, you can embark upon a unique, delightful journey, accompanied by absolute comfort and bespoke hospitality. Nüwa offers 300 elegant accommodations, including 33 luxurious villas, each featuring the hotel's acclaimed hospitality and personalised services in this exquisite setting.



### Hospitality

**Location:** Macau, China

**Participant:** HBA

**Year of completion:** 2018 (renovation)

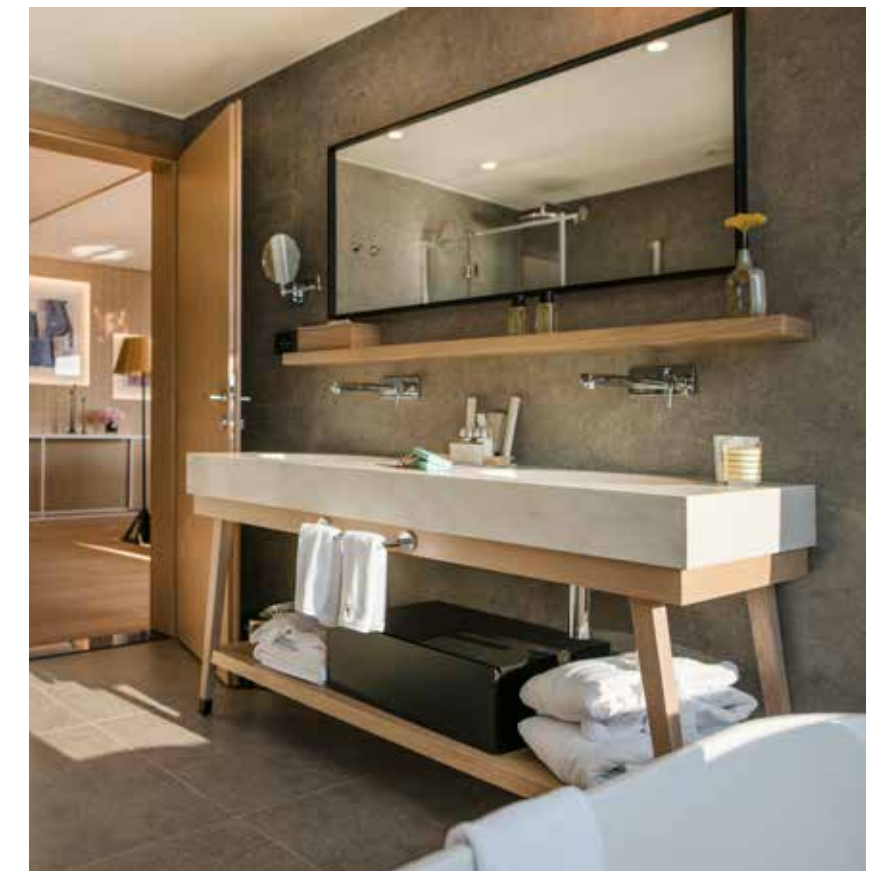
**Product:** hansgrohe Talis E & Raindance E



## Hotel Excelsior, Dubrovnik, Croatia

.....

The spectacular seaside setting overlooking both the Adriatic and the ancient Old Town, combined with flawless service and an illustrious history of royal and celebrity guests, mark the five-star Hotel Excelsior Dubrovnik as an iconic landmark hotel.



### Hospitality

**Location:** Dubrovnik, Croatia

**Participant:** Adriatic Luxury Hotels, BF Studio Zagreb

**Year of completion:** 2017

**Product:** hansgrohe Talis S





## Banyan Tree Ani, Huzhou, China

.....

It is only an hour's drive from the teeming metropolis of Hangzhou, yet the Banyan Tree Anji is worlds away. Surrounded by bamboo forests, tranquil lakes and gentle valleys, this exclusive eco-resort exudes the calm and seclusion of a monastery—albeit a very luxurious one. The property includes a golf course, an equestrian club and a spa. With its unique blend of contemporary décor and Buddhist tradition, the Banyan Tree Anji offers visitors a holistic space in which to retreat from the hectic pace of daily life. No wonder the bathrooms feature products from the AXOR Citterio collection.



### Hospitality

**Location:** Huzhou, China

**Participant:** Greentown Group

**Year of completion:** 2019

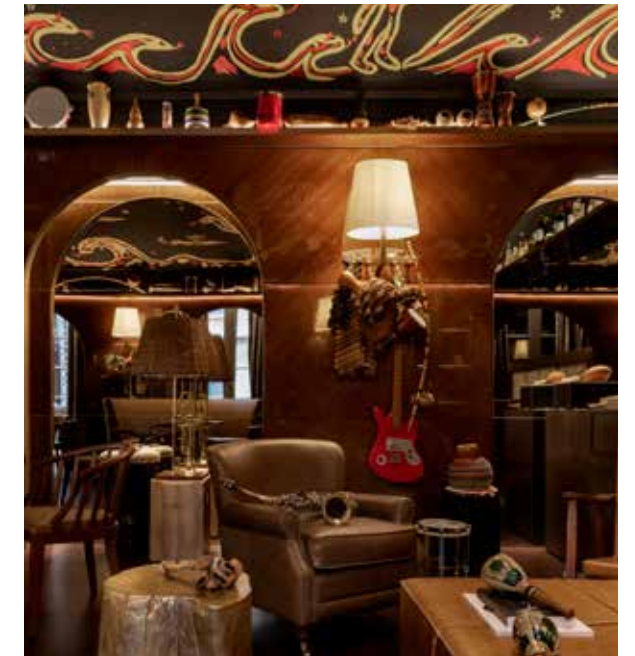
**Product: Collection:** AXOR Citterio, Surface finish: Chrome



## Rosewood, São Paulo, Brazil

.....

A newcomer to São Paulo's luxury hotel scene, Rosewood São Paulo has already become one of the city's most exciting destinations. For the hotel's interiors, celebrated visionary Philippe Starck collaborated with a group of 57 Brazilian artists and artisans, who were commissioned by the Rosewood Group to approach the property as a once-in-a-lifetime art project. The 160 guest rooms and purchasable suites feature AXOR Starck in Brushed Bronze. In keeping with the collection's finish, Starck has developed an elegant palette for the Rosewood São Paulo bathrooms, creating an atmosphere of calm and comfort in which guests can truly relax.



### Hospitality

**Location:** São Paulo, Brazil

**Participant:** Jean Nouvel, Design direction: Philippe Starck

**Year of completion:** 2021

**Product:** AXOR Starck, Surface finish: Brushed Bronze







## Villa Copenhagen, Denmark

.....

As guests pass through the Neo-Baroque façade of Villa Copenhagen, they enter a world of conscious, contemporary luxury with an ambiance all its own. Villa Copenhagen features the AXOR Montreux collection within 381 of the hotel's guest rooms and suites, designed by London-based practice Universal Design Studio. The presence of bespoke AXOR Montreux basin and bathtub faucets in the hotel's eight Shamballa suites which were designed by the luxury brand of the same name deserves special mention. In the bathrooms, the Shamballa team worked closely with AXOR Signature, the customization service of AXOR, to create bejeweled handles—cast as double thunderbolts, the symbol of Shamballa—for the faucets. The handles are inlaid with ruby and sapphire to represent hot and cold water, they express perfectly the AXOR commitment to individualization and personal luxury.



### Hospitality

**Location:** Copenhagen, Denmark

**Participant:** Universal Design Studios

**Year of completion:** 2020

**Product:** AXOR Montreux, Surface finish:  
Brushed Black Chrome



## Designhotel Laurichhof, Pirna, Germany

.....

At the gateway to Saxon Switzerland and close to the Elbe metropolis of Dresden, the Laurichhof invites you to a one-of-a-kind stay. On a fallow family plot, Annette Katrin Seidel, together with her son Franz Philip Seidel, made her long-cherished dream project a reality that expresses her more than thirty years of experience as an interior designer and architect. The result is the Designhotel Laurichhof with 27 individually furnished suites that invite you to see and experience, to wonder and admire, to relax and recover. The bathrooms play an elementary role in this. The spacious rooms reflect the design idea of the suites through the choice of materials, color scheme and, last but not least, the selection of different AXOR faucets and showers.



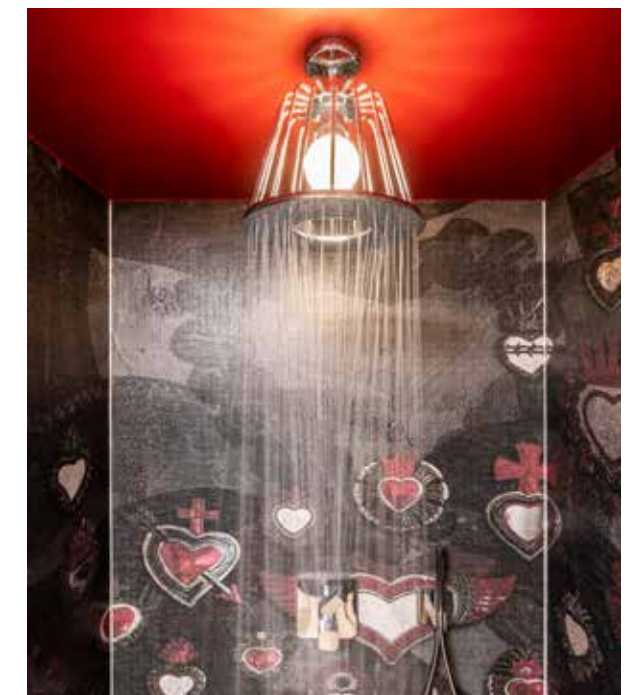
### Hospitality

**Location:** Pirna, Germany

**Participant:** Seidel & Architects

**Year of completion:** 2019

**Products:** AXOR Citterio,  
AXOR Citterio M, AXOR Urquiola,  
AXOR Starck, AXOR Starck Organic,  
AXOR Montreux, AXOR Massaud,  
Surface finishes: Chrome,  
Brushed Nickel



.....

## Imprint

### **Hansgrohe SE**

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Follow us on social media.

### AXOR



### hansgrohe

