

NEW HANSGROHE WHITE PAPER LEADS THE CONVERSATION ON HOTEL CONSTRUCTION CONSIDERATIONS

With a combination of economic, societal, and environmental factors driving current design, specification, and operational thinking for commercial hotel construction projects, hansgrohe has launched a new white paper, ***Commercial Hotel Projects: Challenges and Opportunities for the Construction Supply Chain***.

Free to download [here](#), the paper brings together insightful contributions from experienced professionals representing many aspects of the commercial hotel supply chain, including architects, specifiers, interior designers, contractors, and hotel operators.

It aims to enhance understanding of the emerging trends and key issues influencing current commercial hotel projects and provide a forum where experiences and opinions can be shared for the collective good.

Key topics

The subject matter covered includes the ongoing debate around price versus value, the undeniable impact of the sustainability agenda and how it is driving decision-making and the predicted role technology development and, in particular, AI, will have.

Jay Phillips, Managing Director, Hansgrohe UK & Ireland, comments: “We are delighted to share the insight we have been able to elicit from many experts involved in commercial hotel construction projects through the launch of this white paper.

“Their collective views not only identify the market challenges, but also highlight where real opportunity lies and what change will look like. It is essential reading for many in the hotel construction sector, including product solution manufacturers, so we can better support the changing needs of the industry.

“We believe the white paper should act as a key conversation starter for all stakeholders and encourage more cross industry collaboration and mutual understanding of differing perspectives to deliver better and future proofed outcomes for all.

"Economic, environmental and technology-related issues are dominating the commercial hotel landscape and our white paper outlines why they need to be front and centre of thinking for all with an interest in creating superior and thriving hotels that guests want to stay in."

Copies of **Commercial Hotel Projects: Challenges and Opportunities for the Construction Supply Chain**, can be downloaded for free by visiting: <https://www.hansgrohe.co.uk/service/brochures-and-prospects/whitepaper/hotelprojects>

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About the Hansgrohe Group – Setting the Beat of Water. Since 1901.

With its brands AXOR and hansgrohe, the Hansgrohe Group, based in Schiltach/Southern Germany, enjoys a reputation as a leader in innovation, design and quality within the bath and kitchen industry. Founded in 1901 in the Black Forest, the company gives water form and function with its faucets, showerheads and shower systems. The 120-year history of the company is marked by innovations, such as the first hand-held shower with multiple spray types, the first pull-out kitchen faucet, and the first wall bar to hold a hand-held shower. The company holds more than 18,500 active property rights. The Hansgrohe Group stands for long-lasting quality products and for responsibility towards people and the environment. Sustainable production of resource-conserving products is central to the company's business activities around the globe. With 34 subsidiaries and 20 sales offices supplying products in 152 countries,

the globally active company in the sanitary industry is a reliable partner to its customers in all regions of the world. The Hansgrohe Group, its brands and products have won numerous awards, including more than 700 design prizes since 1974. The products of the Hansgrohe Group are found worldwide: on renowned cruise ships, in luxurious 5-star and boutique hotels, in international metropolitan cities, in extraordinary spas, exclusive bathrooms of lodges and luxury villas, public facilities, as well as in countless private homes. The Group's high quality standards are ensured by seven wholly-owned production facilities: four in Germany, one each in France, the United States and China. In 2021, the Hansgrohe Group generated a turnover of EUR 1.365 billion. It employs around 5,400 people worldwide, about 60 percent of whom work in Germany.

Find out more about the hansgrohe brand at:

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