

Press Information

Small Changes Can Make a Difference

Despite the Energy Price Guarantee being introduced in October, UK households are still expecting to see their energy bills rise significantly in the coming months¹. This, plus the many hosepipe bans implemented across the summer, has meant more people are looking closely at the amount of water and energy they are using and questioning where savings can be made.

Whether a customer is having their bathroom renovated or are simply looking for a quick update, being armed with the eco-credentials of products has risen in importance. Sarah Evans, Head of Product Marketing at Hansgrohe UK, gives her thoughts on options available to customers to make a difference.

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Where budget allows, an obvious change to help reduce water usage is to replace showerheads or other bathroom fittings with eco-friendly alternatives. For example, switching to a water saving

shower from hansgrohe could save a four-person household over 1,500 kilowatt hours of energy per year for water heating, amounting to 8% of average total energy consumption.

What will make the most difference will vary from customer to customer depending on usage and what they are looking for in terms of experience and style:

- EcoSmart Technology: water flow is limited meaning less water is heated, saving at least 43% of water compared to a conventional product. The technology also ensures a constant water flow, even when the water pressure fluctuates or is low – so user experience will remain the same.
- AirPower Technology: by adding air to the water that flows from the showerhead the amount of water usage is reduced without compromising on showering experience. The added air makes droplets plumper and lighter, creating a beautifully intense yet environmentally friendly shower.
- CoolStart Technology: by turning the cartridge seat inside the mixer 90 degrees it ensures hot water is flowing only when needed. When the tap is set to the middle position, CoolStart will only allow a flow of cold water, but once the lever is deliberately turned, the hot water will then be sent through the pipelines. This reduces the heating of water when not needed, and a [four-person household that heats water with gas could save £52 every year simply by using a CoolStart tap.](#)

Sarah, comments:

“The latest energy price hikes and even the hose pipe bans across the UK this summer may have made many customers stop and think about their energy and water usage and look for practical solutions for where savings can be made. Opting for a water saving showerhead can be an easy update for those wanting to save where they can, or, for those going ahead with a bathroom update as planned, knowing what to look out for and taking notice of the eco-credentials of products being chosen can add up to savings in the longer-term. And of course, picking products that will last is also important. Our products, for instance, carry a five-year guarantee which includes parts and labour, so can be expected to deliver year on year.”

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Sources:

1. <https://energysavingtrust.org.uk/what-is-the-october-prize-freeze/>

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 mixer, 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 32 subsidiaries and 22 sales offices supplying products in more than 146 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 600 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 2020, the Hansgrohe Group generated a turnover of EUR 1.074 billion. It employs more than 4,700 people worldwide, about 60 percent of whom work in Germany.

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