

Press Information

HANSGROHE/AXOR RETURN TO KBIS

K&B Leader Launches Innovative Collections Including the US Premiere of AXOR MyEdition

(Alpharetta, GA – January 2019) The hansgrohe/AXOR brands will make an exciting return to KBIS this February 19-21 in Las Vegas in booth N3263. The brands, which were last at the event in 2009, will unveil the game-changing new **AXOR MyEdition** collection for the first time in the US, and showcase new innovations like the revolutionary **PowderRain™** spray technology. Both introductions were designed in collaboration with renowned creative studio Phoenix Design. Attendees will see many of the new offerings in action, as the booth will feature a number of the new products within a working fountain of water. Adding to the excitement, the hansgrohe brand is sponsoring a panel discussion on the KBIS NeXTStage entitled “Wellness Meets Technology,” on February 20 at 3pm.

Ryan Ramaker, Senior Director, Product Development, R&D and Marketing says, “We can’t wait to once again be part of KBIS, the largest kitchen and bath trade show in North America. With a strong forecast of continued growth in 2019 and the launch of groundbreaking new products from both the hansgrohe and AXOR brands, it’s a great moment for us to return.”

New collections on display at KBIS include:

AXOR:

AXOR MyEdition is a tailor-made collection focused on bringing individualization to the bathroom. The new line pairs sleek, low-profile faucet and tub filler bodies with six different cover plates including leather, wood, two types of marble, and a mirrored or black glass. With the AXOR FinishPlus program, an additional 13 finishes are available, offering nearly 300 extra design combinations geared towards satisfying varying personal styles. With the AXOR Signature program, the option to add an inscription is available. AXOR MyEdition incorporates the company’s innovative new PowderRain spray, a micro-fine mist that has a powder-like feel. Developed in Hansgrohe’s R+D lab in Germany, the secret is in the spray disc, which features precisely arranged nozzles that incorporate several microscopic openings rather than just one. The resulting spray is so fine it melts into the skin rather than bounces off of it. This allows the skin to retain warmth and translates to reduced splashing at the sink. What’s more, the spray is engineered to be remarkably quiet, a result of rigorous testing in an acoustics chamber.

hansgrohe:

The innovative new PowderRain spray will also be available in a number of hansgrohe brand shower components from the **Raindance S Collection**, including the Raindance S 240 with PowderRain Showerhead, Raindance S 180 with PowderRain Showerhead, and the Raindance Select S 120 with PowderRain Handshower. Since PowderRain droplets are incredibly light, they fall gently on the skin without bouncing off. This aspect of the design automatically reduces splashing — a great advantage in open showers. Sprays are arranged more densely as well, intensifying the effect. This translates to powerful performance, meaning shampoo and soap will be easily washed away making for an efficient shower experience. The Raindance S 180 P

showerhead is available in either 1.8 GPM or 2.0 GPM versions, while the Raindance S 240 P has a flow rate of 2.5 GPM. To meet a wide range of environmental codes, as well as user preferences, the Raindance Select S 120 P Handshower is available in 1.8, 2.0, and 2.5 GPM versions. Available finishes include chrome and brushed nickel.

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About the Hansgrohe Group – the Original from the Black Forest

With its brands AXOR and hansgrohe, the Hansgrohe Group, based in Schiltach/Southern Germany, enjoys a reputation as a leader in innovation, quality and design within the bath and kitchen industry. The Hansgrohe Group brings form and function to water with faucets, showerheads and shower systems. The 117-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 tap, and the first wall bar to hold a hand-held shower. The company holds more than 16,000 intellectual property rights. The Hansgrohe Group stands for long-lasting quality products. With 34 subsidiaries and 21 sales offices supplying products in more than 140 countries, the company is a reliable partner to its customers around the world. The Hansgrohe Group, its brands and products have won numerous awards, including more than 500 design prizes since 1974. Sustainable production of resource-conserving products is central to the company's business activities around the globe. The products of the Hansgrohe Group are featured in projects around the world, such as the luxurious ocean liner *Queen Mary 2*, and the world's tallest building, the Burj Khalifa in Dubai. The Group's high quality standards are ensured by five wholly-owned production facilities: two in Germany, one each in France, the United States and China. In 2017, the Hansgrohe Group generated a turnover of EUR 1.077 billion. It employs about 5,000 people worldwide, about 60 percent of whom work in Germany.



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

www.facebook.com/axor.design

www.facebook.com/hansgroheusa

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