

## Press Information

Tender loving care for your skin with the new hansgrohe Croma 280 range of showerheads

### Shower pleasure with people's hansgrohe favourite



hansgroheCromaSelect280Showerpipe\_Ambience01

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The hansgrohe Croma Select 280 Showerpipe pampers users with a voluptuous rain shower from a 280-millimetre spray disc.

*Singapore, June 2017.* The new hansgrohe Croma 280 overhead showers bring clean design and the pleasure of a generous rain shower to the bathroom. "Customer feedback shows that the trend towards extra-large shower heads and all-in-one shower systems, like our convenient showerpipes, is still going strong," explains Jan Heisterhagen, Vice President Product Management, Hansgrohe SE. "With the Croma 280 shower head range we're expanding one of our bestselling lines at an attractive price/performance ratio."

### **Quality and shower pleasure**

Precise shapes and clean lines emphasise the high quality of the hansgrohe Croma 280 showerheads. Their design is the work of hansgrohe's longstanding partner Phoenix Design. The 280-millimeter spray disc is generously sized; it is made of metal, is durable, robust and can be detached for easy cleaning. Thanks to air-enriched water drops, the lavish shower spray splashes less than conventional shower jets and envelops the body in a warm sense of wellbeing. The showerheads are available for ceiling or wall installation. Customers can opt for models equipped with hansgrohe EcoSmart water-saving technology. These use only about nine litres per minute, half the water used by showerheads without EcoSmart.

### **The showerpipe: an all-round talent**

The hansgrohe Croma Select 280 showerpipe combines all components in a single system: overhead shower, hand shower, shower holder, thermostat and hose – a complete package convenient for both new construction projects and bathroom remodels. The showerpipe features high-quality materials, solid workmanship and easy cleaning. The horizontal shower arm can be used to swivel the overhead shower to the desired position. This is an advantage in small shower areas; for example, in situations where there is only room to install the showerpipe near a corner; in this case, the overhead shower can be centrally positioned, allowing for more freedom of movement. As an addition to the pleasurable overhead rain shower, the Croma Select S Multi hand shower offers flexibility with its three spray modes. Switching from one kind of spray to another is easy – all it takes is the push of a button. The integrated hansgrohe Ecostat Comfort thermostat allows the precise selection of individual temperature preferences and makes sure water doesn't get too hot. The hansgrohe Croma Select 280 showerpipe comes in two additional versions: one with a single-lever mixer for bathtubs, and a renovation model for use with existing taps and mixers in bathroom renovation projects.

As part of the internationally active Hansgrohe Group, hansgrohe is the premium brand for showers, shower systems, bathroom and kitchen taps, as well as kitchen sinks. With its many award-winning products, hansgrohe shapes the flow of water in the kitchen and the bathroom. Because this is where people spend the time they treasure most and experience precious moments in the interaction with water. With these moments in mind, hansgrohe develops ground-breaking solutions that unite extraordinary design, long-lasting quality and intelligent features for maximum ease of use. hansgrohe turns water into an impressive experience:

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



Find out more about the brand hansgrohe on:

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#### **iF Design Leader in the Sanitation Industry**

In the current ranking of the International Forum Design (iF) of the best companies in the world for design, the Hansgrohe Group, with its brands AXOR and hansgrohe, ranks 6th among 2,000 listed companies. The 1040 points earned by the Schiltach-based fixtures and shower specialist outperform famous brands such as Audi, BMW or Apple and reconfirm the company's leading position in the sanitation industry.

[www.hansgrohe.com/design](http://www.hansgrohe.com/design)

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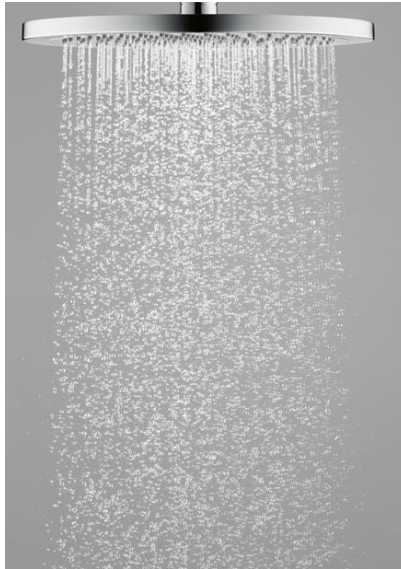
## Picture Overview

### hansgrohe Croma 280

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hansgroheCroma280OverheadShower\_Ambience01



hansgroheCroma280OverheadShower\_Ambience02



hansgroheCromaSelect280Showerpipe\_Water

The new hansgrohe Croma 280 overhead showers bring clean design and the pleasure of a soothing rain shower to the bathroom. Thanks to the air-enriched water drops, the abundant shower spray splashes less than conventional shower jets and envelops the body in a warm sense of wellbeing.



hansgroheCromaSelect280Showerpipe\_Swivel

The horizontal shower arm can be used to swivel the overhead shower to the desired position. An advantage for installation in small shower areas.



hansgroheCroma280\_OverheadShower01

Precise shapes and clean lines emphasise the quality of the hansgrohe Croma 280 showerheads.



hansgroheCroma280\_OverheadShower02

The 280-millimeter spray disc is generously sized; it is made of metal, is durable, robust and can be detached for easy cleaning.



hansgroheCromaSelect280Showerpipe\_Thermostat



hansgroheCromaSelect280Showerpipe\_Mixer



hansgroheCromaSelect280Showerpipe\_Bathtub



hansgroheCromaSelect280Showerpipe\_Reno

The hansgrohe Croma Select 280 showerpipe comes in two additional versions: one with a single-lever mixer for bathtubs, and a renovation model for use with existing taps and mixers in bathroom renovation projects.

**Picture link:** [http://pr.hansgrohe.com/hg/hansgrohe\\_Croma280/index.php](http://pr.hansgrohe.com/hg/hansgrohe_Croma280/index.php)

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