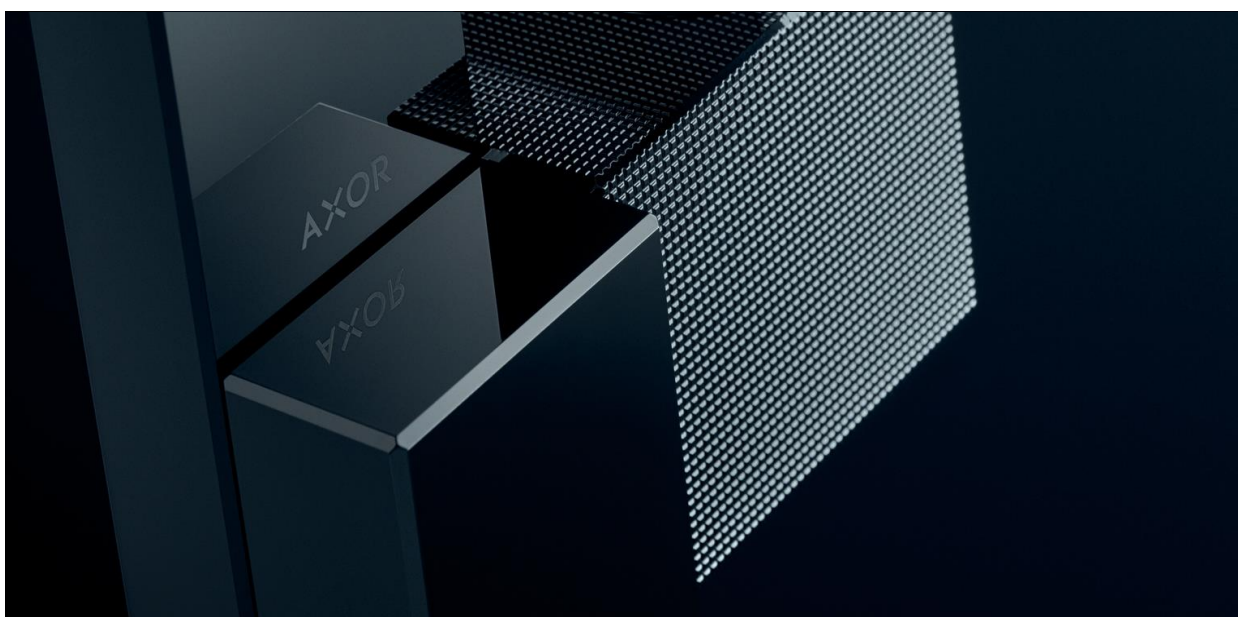


ISH 2019: Water Experiences for all Senses

From March 11-15, 2019, Frankfurt will be the centre of the international bathroom industry, when ISH, the world's leading trade fair for sanitary and heating technology, opens. This year the Hansgrohe Group, with its brands AXOR and hansgrohe, will showcase ground-breaking innovations for the bathroom and the kitchen.



AXOR unveils the most luxurious bathroom collection in its history

AXOR is a pioneer in the design, construction, and production of luxury bathrooms and kitchens. This year ISH will host the global launch of a new collection, designed in collaboration with Jean-Marie Massaud. 13 years after the first collection with the French designer, the new design transcends boundaries in aesthetics and technology: a striking symmetry of plains and edges asymmetrically combined. Created using a diamond manufacturing process usually reserved for rare jewels and space construction, it is a new age of ultraprecise technology.

In addition, AXOR will present the anniversary collection, AXOR MyEdition, in a new cloak. As well as a new kitchen faucet by Antonio Citterio, which will complete the designer brand's offering for 2019.

Webspecial hansgrohe brand website

Even before the start of the trade fair, visitors of the brand's website hansgrohe.co.uk/bathroom/new-products can get a first look at the hansgrohe novelties. Within the next four weeks, a new product will be presented weekly. With the help of pictures and videos, website visitors can get insights and impressions of the innovations shown at the fair. These are completed by product information sections for those who cannot be in Frankfurt.

New colours and surfaces from hansgrohe



For hansgrohe, they will offer two of the most popular fitting lines in surface designs. hansgrohe FinishPlus creates a bathroom or kitchen ambience that reflects a personal sense of style. With these new high-quality surface models, hansgrohe offers an increased scope of design. The Metropol and Talis E faucet lines are available in five new colors: Matt Black, Matt White, Polished Gold Optic, Brushed Bronze, and Brushed Black Chrome.

“We have reliably and consistently earned a reputation as industry drivers in innovation, design, quality and sustainability with our strong brands AXOR and hansgrohe,” says Hans Juergen Kalmbach, Chairman of the Executive Board of the Hansgrohe Group. *“At ISH 2019, we will continue to do justice to this and present sensational innovations,”* he adds. *“In practicing customer-centricity, we think about water in the bathroom and in the kitchen in completely new dimensions.”*

hansgrohe cycling challenge

Cycling, with the BORA-hansgrohe team, will also be a topic at ISH. The opening of the trade fair marks the beginning of the “hansgrohe cycling challenge”: An online cycling game, in which enthusiastic players can race with one of the drivers from the BORA-hansgrohe team. There will be exclusive prizes for cycling and hansgrohe fans, visit www.hansgrohe.com/challenge.

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For further information or imagery please contact Hillgate on 020 7384 2476 or by emailing hansgrohe@hillgatepr.co.uk.

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, design and quality within the bath and kitchen industry. The Hansgrohe Group brings form and function to water with taps, showerheads and shower systems. The 118-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 15,000 active 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/hansgrohe

www.twitter.com/Hansgrohe_PR

www.instagram.com/axordesign

www.instagram.com/hansgrohe



Top Rankings within the iF WORLD DESIGN INDEX

The Hansgrohe Group has achieved top rankings within the iF WORLD DESIGN INDEX 2014 – 2018 of the International Forum Design (iF).

The Black Forest-based showers and fixtures specialist is ranked among the Top 3 listed companies within the iF category INDUSTRY: Bath.

Among the 1.365 German companies, the Hansgrohe Group is ranked among the Top 10 within the iF category COUNTRIES: Germany; globally, the Hansgrohe Group is ranked in the Top 25 among 4.000 companies within the iF category: COMPANIES.

At the iF DESIGN AWARDS 2018 nine AXOR and hansgrohe branded products received an iF DESIGN AWARD 2018.

For further information on our design awards, please visit www.hansgrohe.com/design.