

The Hansgrohe Group at Sleep + Eat 2019

Sleep + Eat 2019, November 19-20 will unite Europe's foremost designers, consultants, architects and emerging talent across leading hotels, restaurants and bars. The exhibition will reveal a conceptual playground that captures the industry's creative spirit. At this year's show, AXOR and hansgrohe will again showcase ground-breaking innovations in bathroom design. With working water displays and the latest products on show, visitors are invited to stand J40.

Jay Phillips, Managing Director of Hansgrohe UK comments, 'Sleep & Eat continues to be a pivotal show for Hansgrohe, enabling us to present industry-leading innovations to a highly engaged hospitality design audience. This year expect to see avant-garde concepts from AXOR that celebrate perfection in design and craftsmanship, alongside the latest products from hansgrohe that create new ways to enjoy water whilst meeting the highest standards of quality and functionality.

AXOR: Introducing Edge, a symbiosis of geometrical form and precision manufacturing



To celebrate over 25 years of rich design heritage in luxury bathrooms, AXOR will be showcasing its latest collection with Jean-Marie Massaud.

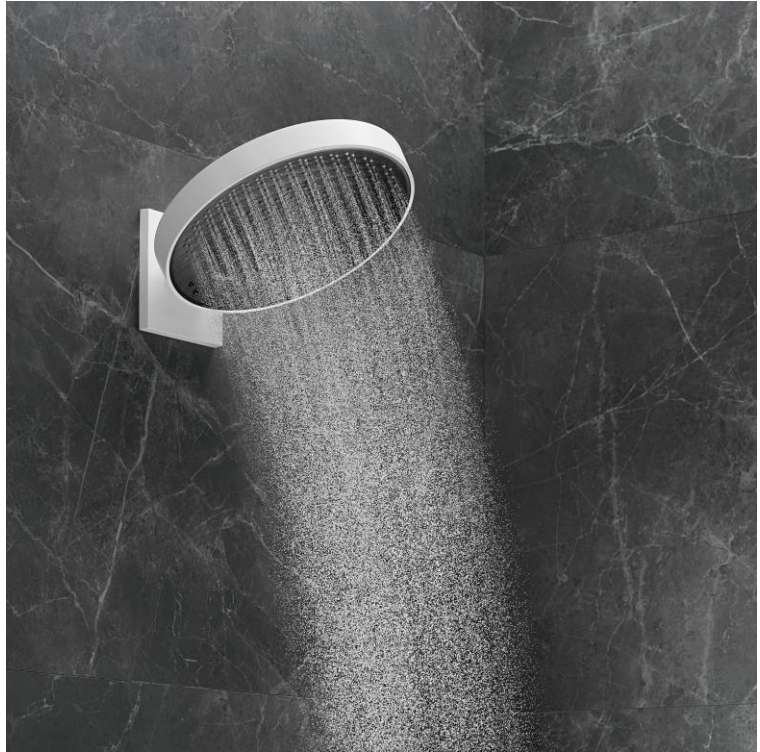
AXOR Edge, using a new ultraprecise manufacturing process ordinarily reserved for diamond milling and space construction, transcends boundaries in aesthetics and technology.

Defined by avant-garde expression, asymmetrically combined cubes contrast smooth polished surfaces against intricate texture to yield a design that is strong yet delicate. Partially enriched with a fine texture, the three-dimensional mixer offers a more tactile experience with water.

hansgrohe – showcasing the latest in shower innovations with Rainfinity

With its many award-winning innovations and designs, premium brand hansgrohe continuously shapes the flow of water in the kitchen and bathroom. hansgrohe will use the show this year to showcase the new Rainfinity range.

Combining superior engineering, innovative technology and contemporary finishes, Rainfinity represents a new benchmark in modern shower design. Due to its large circular showerhead and adaptable wall connection, Rainfinity offers the flexibility to envelop the



entire body in water, or alternatively protect the head and face from spray by adjusting the shower head. The innovative wall connection allows the shower head to be tilted between ten and thirty degrees, eliminating the need for a traditional shower arm. Boasting hansgrohe's latest Intense PowderRain spray technology, Rainfinity has three spray modes designed to transform the daily shower routine into an extraordinary experience.

Hansgrohe will also be launching FinishPlus to the UK at the show. With customisation at its heart, FinishPlus comprises six finish options to suit a range of bathroom styles. Taking two of their most popular designs – Metropol and Talis E – the new surfaces provide modern alternatives to the classic chrome standard, such as Matt Black, Polished Gold Optic and Brushed Bronze, elevating bathroom design and welcoming individuality.

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Editors Notes

- AXOR Edge was previewed in the UK in July but officially launched in October 2019
- Hansgrohe Rainfinity and FinishPlus were previewed at ISH in March but officially launched in the UK in October 2019

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 taps, 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 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
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