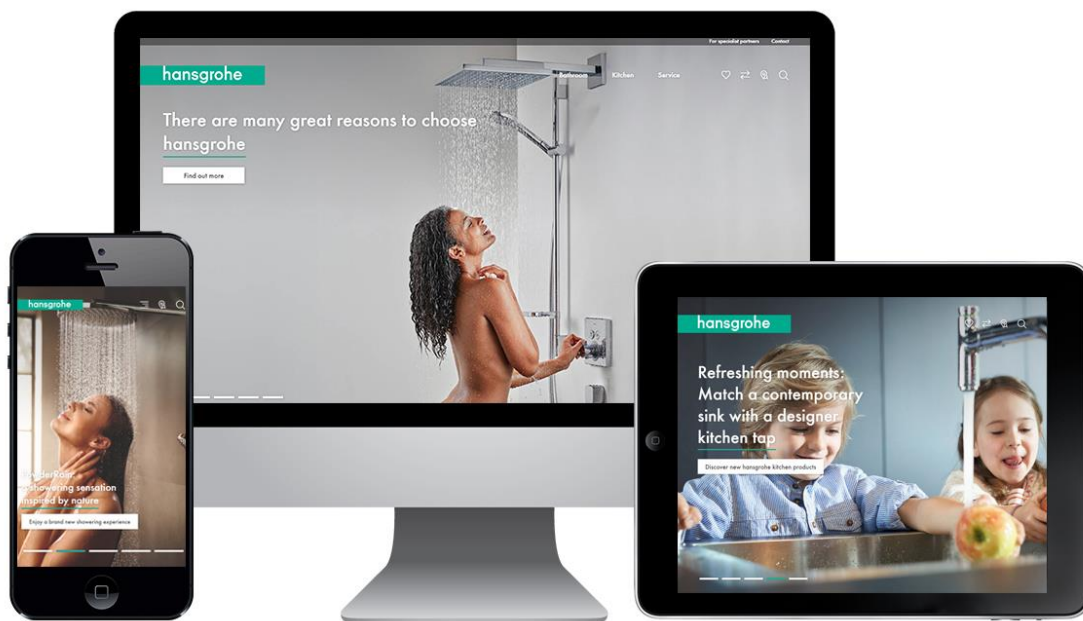


## A new digital platform from global bathroom manufacturer

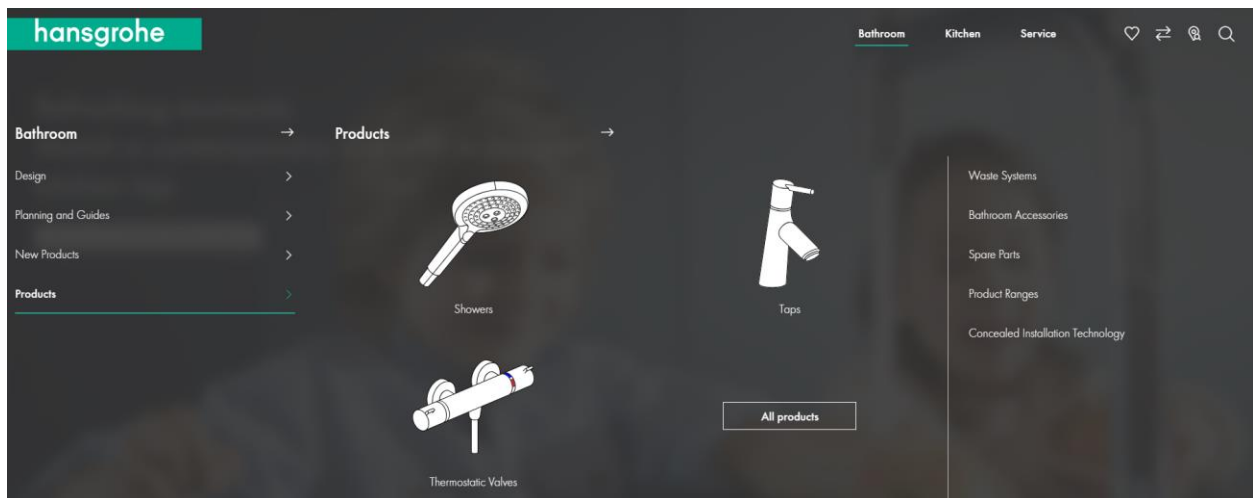
The hansgrohe brand launches a new multi-device website with an increased focus on the customer journey.



Premium bathroom designer and manufacturer hansgrohe has developed its website to create an information-rich site that helps consumers and trade professionals better navigate the bathroom purchasing process. The optimised site [www.hansgrohe.co.uk](http://www.hansgrohe.co.uk) is a fully responsive, multi-device platform, enabling users to access inspirational products and technical information at the touch of a button.

As the experience of planning a bathroom or kitchen can often be a daunting process, hansgrohe has simplified it by creating a Dream Bathroom Tool that pinpoints individual products that complement each customers' individual style. Guiding customers through the planning stages of their project, the tool offers guidance by asking customers to determine personal styles. Once the user's preferences have been established, the tool provides helpful suggestions in the form of a product wish-list.

The inspirational Dream Bathroom Tool is supported by a comprehensive Planning and Guides section that assists users through the more technical aspects of the specification process. With an emphasis on informative content such as advice on UK water systems, the difference between thermostatic and manual shower/bath valves and how to install a concealed shower, the new format provides the specialist advice customers need to plan their dream bathroom.



For those further down the decision-making process, the website features a digital notepad and comparison tool that allows for direct product comparisons and shortlisting favourite designs in one place. An enhanced Shopfinder function also directs users to the nearest retail showroom, providing an opportunity to see chosen products and finishes first-hand.

Anand Gandesha, Head of UK Marketing states 'Our customers' appetite for accessible information at the start of the bathroom and kitchen buying process has grown enormously, so we have redeveloped our site to deliver a more seamless user experience. We want our customers to enjoy a comprehensive digital experience that provides both design inspiration and step-by-step advice, and in doing so handholds them through the entire product selection process.'

### 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](http://www.facebook.com/axor.design)

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

[www.twitter.com/Hansgrohe\\_PR](http://www.twitter.com/Hansgrohe_PR)

[www.instagram.com/axordesign](http://www.instagram.com/axordesign)

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

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