

Press Information

ISH 2017: Experience Water in Revolutionary Dimensions

Strong Appearance by AXOR and hansgrohe

Schiltach, February 2017. When ISH, the world's leading trade fair for sanitation and heating technology, opens its doors in just a few weeks, Frankfurt will become the focus of the international bathroom industry. This year, the Hansgrohe Group, with its brands AXOR and hansgrohe, will impress visitors with its latest ground-breaking bathroom and kitchen innovations. From 14 to 17 March 2017, industry professionals, and on 18 March consumers too, can explore the many innovations presented by both brands at the 2.000 square meter booth inside Frankfurt's *Festhalle*.

"With our strong brands AXOR and hansgrohe, we have consistently and reliably made a name for ourselves as a leading company for innovation, design and quality," explains Thorsten Klapproth, Chairman of the Executive Board of the Hansgrohe Group. "At ISH 2017 we will live up to our reputation again and present sensational novelties," he adds. "We have taken water in the bathroom and in the kitchen into new dimensions, adding functional value, and thereby creating a completely new water experience for users. By the way: this kind of experience is not only transmitted by our new products, but also by the new Hansgrohe Group booth, which is sure to be an impressive attraction for our guests."

AXOR Unveils World Firsts for the Luxurious Bathroom

The AXOR brand (www.axor-design.com) is a pioneer in the development, construction and production of avant-garde design objects for luxury bathrooms and kitchens. The brand's taps, showerheads and accessories lay claim to perfection in design, manufacturing and functionality. At this year's ISH, AXOR elevates showering to a luxurious experience in new dimensions; only appropriate, that AXOR will also be presenting an unprecedented spray type, which has been perfected in years of research and is a unique homage to the precious element of water. Both radical and modern minimalism are the distinguishing styles in AXOR's new collection of taps for washbasins, showers and bathtubs, which also celebrates its debut at ISH.

In addition to its own stand, AXOR is hosting the “AXOR Talks” as part of the trend forum “Pop up my Bathroom”. Panel discussions exploring different perspectives on the forum’s main topic “Individualisation” will be held on Tuesday, Wednesday and Thursday from 4 to 5 pm. Together with panel participants from the fields of architecture and interior design, as well as experts from various other sectors, AXOR invites trade fair visitors to attend inspiring and informative discussions. Visitors will find the “Pop up my Bathroom” exhibition and trend forum in the *Saal Europa* in Hall 4.0.

Expressive Design and Innovative Ease of Use by hansgrohe

With its many award-winning innovations and designs, the premium brand 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. At ISH, hansgrohe, will, among other things, be showcasing an innovative solution for the comfortable and convenient control of feel-good, multi-jet showers. Additionally, expressive and consistently geometric design is the hallmark of a new line of showerheads and taps being introduced by hansgrohe this year. The premium brand will also be presenting its new sink combination solutions that make everyday kitchen tasks beautiful and convenient. Every two weeks until the start of the ISH, there will be a preview of hansgrohe’s kitchen and bathroom innovations at <http://pro.hansgrohe.com/news>.

Consultation and Service on the Fair Booth

The Hansgrohe Group – The Original. will be present at the industry’s leading trade fair with staff from more than 40 countries. The company from the Black Forest town of Schiltach will welcome visitors with an international team of experts from the product management, marketing and sales, technical service and press departments. The press team will offer daily tours of the Hansgrohe Group’s booth for journalists and the media. The expert-led tours will take place at 10 a.m. from Tuesday through Friday. An integrated marketing campaign, which includes outdoor advertising spaces and the targeted deployment of promotion teams on the fairgrounds, will ensure that everyone interested in bathrooms and kitchens finds their way to the industry’s design leader.

About the Hansgrohe Group – Das Original.

With its brands AXOR and hansgrohe, the Hansgrohe Group, based in Schiltach/Southern Germany, enjoys a reputation as a leader in quality, innovation and design within the bath and kitchen industry. The Hansgrohe Group – The Original. brings form and function to water with taps, showerheads and shower systems. The 116-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 17,000 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 2015, the Hansgrohe Group generated a turnover of EUR 964 million. It employs more than 4,000 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



**COMPANY
RANKING
2016**

POS 10

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 10th among 2,000 listed companies. The 860 points earned by the Schiltach-based fixtures and shower specialist outperform famous brands such as Apple, Daimler and Nike, and reconfirm the company's leading position in the sanitation industry.

www.hansgrohe.com/design

Further Information:

Hansgrohe SE

- Public Relations -

Fiona Blinzer

P +49 78 36 51 1491

F +49 78 36 51 1170

E-Mail: public.relations@hansgrohe.com

www.hansgrohe-group.com

www.axor-design.com

www.hansgrohe.com

Picture Overview

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AXOR



Copyright: Hansgrohe SE

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hansgrohe



Copyright: Hansgrohe SE

At ISH, the premium brand hansgrohe will present a new line of showerheads and taps with expressive and consistent geometric design.



Copyright: Hansgrohe SE

A new line of showerheads and taps, as well as an innovative solution for the comfortable and convenient control of feel-good, multi-jet showers will be amongst the hansgrohe novelties this year.

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