

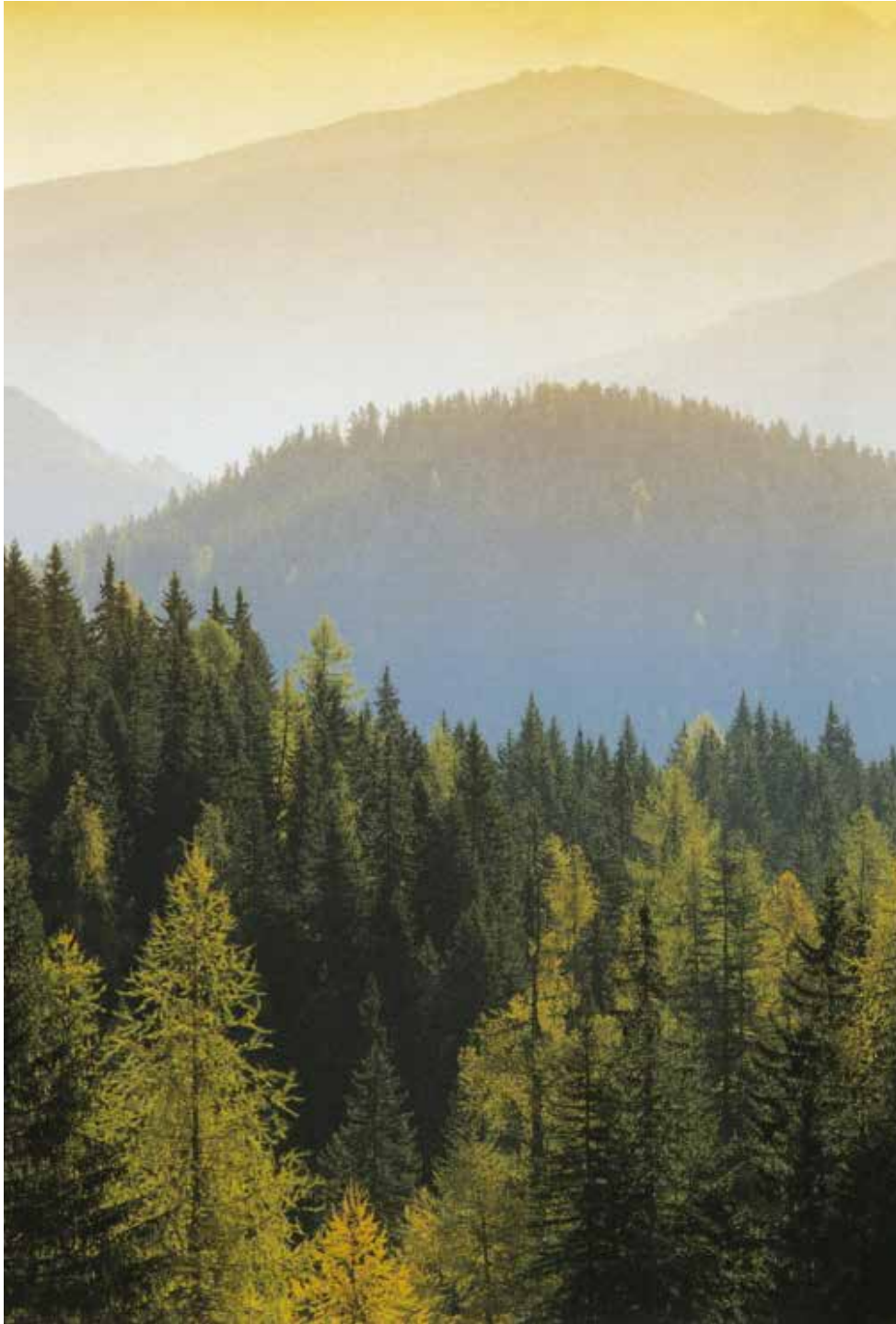
AXOR

hansgrohe



# ECO MATTERS

Sustainable products  
for quality of life



## RESPONSIBILITY GROWS WITH THE COMPANY



"Climate change is not a remote possibility, it is a reality. The reduction of climate-harming CO<sub>2</sub> emissions is the responsibility of every member of our society. This is not just an ecological, but also an economic imperative. The course for the future is set today."

Klaus Grohe, 1992  
Son of the company founder, Hans Grohe

# MILESTONES



Mistral Eco hand shower achieves a 50% reduction in water consumption.



Europe's largest rooftop solar power plant on the roof of the new factory building in Offenburg.

The Pontos AquaCycle grey water recycling system is introduced to the market, making it possible to reuse water from bath and shower.



AXOR Massaud faucet developed with a natural waterfall spray at 4 l/min. flow rate.



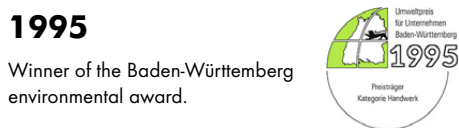
First Hansgrohe Water Symposium in the Aquademie in Schiltach.



Introduction of the water and energy-saving EcoSmart technology for faucets and showers.



First Hansgrohe sustainability report.



Winner of the Baden-Württemberg environmental award.

Waterdim sets for all showers reduce flow rate.



1987

1993

2001

2006

2008

1992

1995

2004

2007

2011

Hansgrohe was the first company to require a comprehensive ecological balance sheet for hand showers.



2013

First faucet & shower manufacturer in the world to release a sustainability report certified by the Global Reporting Initiative (GRI).



2019

First Eco Rainfinity handshower with PowderRain technology.



2009

Selected supplier for future oriented and sustainable Masdar City in Abu Dhabi.

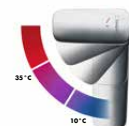


2012

The AXOR Starck Organic faucet has a water consumption of just 3.5 l/min.



CoolStart technology where only cold water flows when the handle is in the central position.



Hansgrohe receives the "Green Controlling Award" 2012 from the Péter Horváth Foundation.



2016

First manufacturer of showers to be awarded 4-stars by the "Water Efficiency Labelling and Scheme" (WELS) in Australia for hansgrohe Crometta handshower.



2020

Developing new technology to recycle waste, reuse material and reduce CO<sub>2</sub> emission.







# THINKING AHEAD

## SUSTAINABLE ACROSS ALL LEVELS

Rooted in the Black Forest, water has always been a source of fascination – as an elixir of life that gives us energy, inspiration and relaxation. At Hansgrohe, we channel water in fresh directions and shape it to deliver personal enjoyment. Over the decades, this passion for water has turned us into one of the most innovative manufacturers of bathroom and kitchen products worldwide.

Besides providing sophisticated technology, long-lasting quality and first-class design, we act responsibly to make sustainability an integral part of how we manage our operations, processes, employees, suppliers etc. Adopting a consistent approach towards sustainability across the company, we take great care to ensure that we comply with and, where possible exceed legal regulations placed on us.

As one of the pioneers in the industry, Hansgrohe strives to achieve outstanding business results over the long term – with the aim of harmonizing economic success with social responsibility and environmental protection. By means of strict environmental management, innovative production technologies, and environmentally friendly products which conserve resources, our company contributes to an ecological economy and sustainable development.

Our commitment to minimize ecological, environmental and social impact forms the foundation for all important decisions of the company today.



# MINDFUL OUT OF PRINCIPLE

## STRICT ENVIRONMENTALISM

As a GREEN company, we strive for a small organic footprint. That is why we use resources and energy responsibly and reduce undesirable environmental impacts continuously. For us, environmental protection is a continuous process in which we involve our employees. Long before others, Hansgrohe has committed to the careful use of resources and will continue to increase raw material and energy efficiency as well as reduce waste and harmful effects on the environment.

### **Having a long-term outlook and acting responsibly:**

**Responsible management** - committed to thinking and operating sustainably during all production processes, as well as to the careful handling of employees and resources.

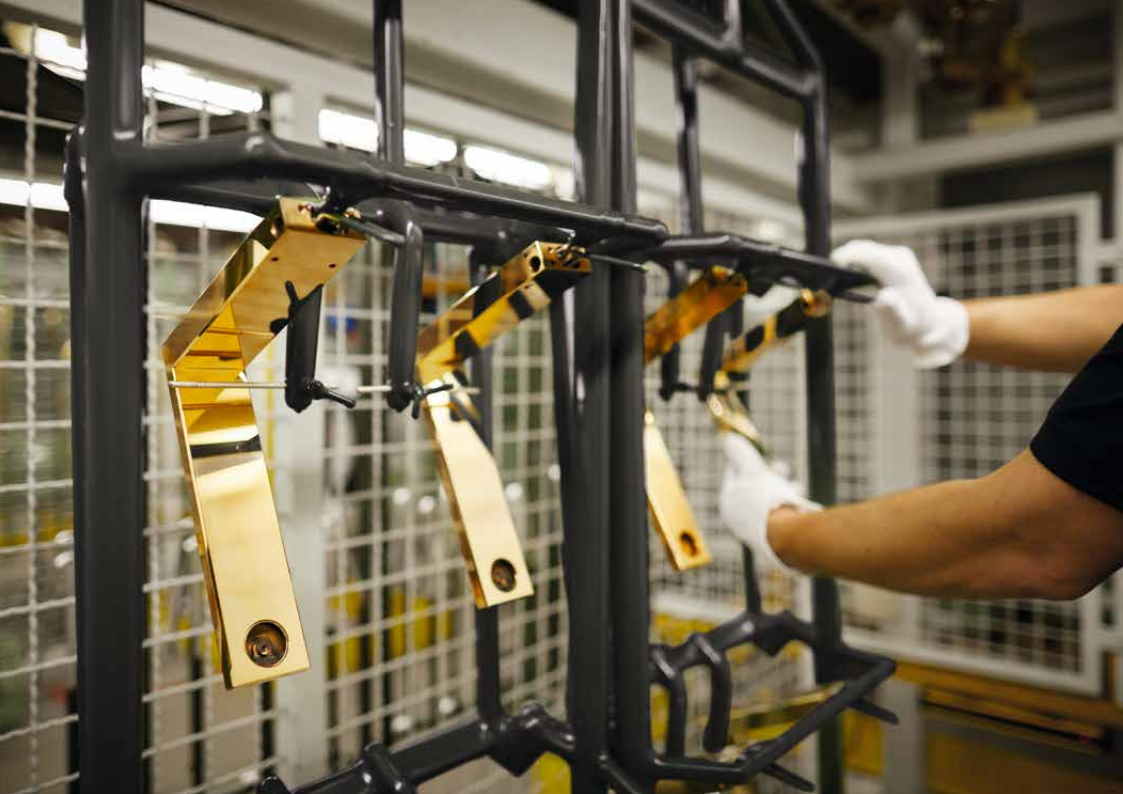
**Company management** - at all levels of the company, each person's work focuses on three elements: economy, environment and society.

**Social commitment** - actively engaged in social and ecological projects, which extends beyond its business interests.



### **Executive Board of Hansgrohe SE**

Christophe Gourlan, Hans Jürgen Kalmbach (chairman), Reinhard Mayer (deputy chairman), Frank Semling (left to right)



### Efficient Electroplating

Hansgrohe continues to set new standards in the electroplating process, especially when it comes to reducing the use of water and chemicals. By means of innovative, internally developed procedures, Hansgrohe was able to reduce its energy consumption and pollutant emissions.

A new electroplating plant was installed in 2019 at the premises in Offenburg-Elgersweier, which will help reduce waste by around 35% and cut water consumption by up to 15% at the final expansion stage compared to 2016.

### Recycling Material

The foundry in Schiltach returns sprue parts directly to the casting process without additional removal of impurities. This avoids transport to external brass melts and reduces energy consumption; 300 metric tons of brass can be reused directly. We use renewable materials in our product packaging and 30 metric tons of recycled material to protect the environment.



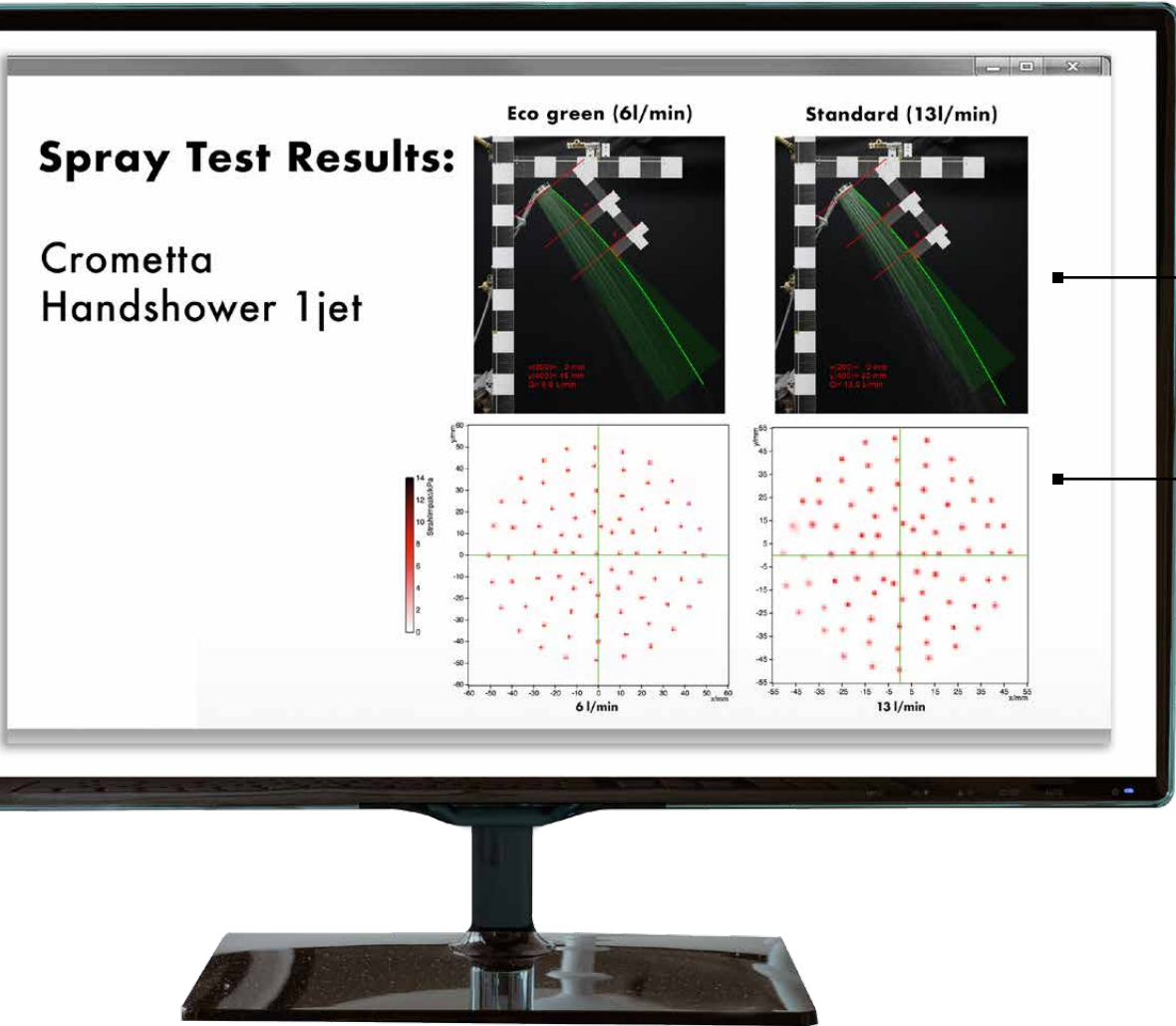
### Waste Management

Waste water from electroplating is cleaned in special waste water treatment plants and then discharged into the public sewer system. Through cutting-edge waste management Hansgrohe is able to recycle 90% of the waste resulting from production. For instance, nickel-bearing effluent from the electroplating process is reused in the production of nickel, and brass sanding dust is recovered and reformed into brass.



Product Optimization

The Hansgrohe research and development department continuously strives to optimize the water consumption of our faucets and showers. In our spray laboratory, the spray quality of faucets and showers is continually improved to achieve the highest possible comfort at a minimum flow rate. We continuously challenged ourselves to reduce the consumption of water in the production of our products, without any compromise in comfort.



Spray pattern 45° position

The Eco green handshower has nearly the same spray stability at the 45° position as the standard handshower, but with approximately 50% less water consumption. This is achieved through a higher velocity of the jets due to the smaller nozzles of the Eco green spray face.

Spray Impact

The Eco green shower has nearly the same spray hardness (spray pressure) as the normal handshower. The comparison of the middle spray hardness between the 2 handshowers is nearly the same, with a slight difference of 1.1 kPa\*, which you could hardly feel on the skin. The spray nozzles of the standard handshower are bigger hence the red dots shown in diagram are also bigger.

\*Kilopascal is a unit of pressure - 1kPa is approximately the pressure exerted by a 10-g mass resting on a 1-cm² area.

# SETTING A COURSE

## NATURAL TO HANSGROHE

Hansgrohe proved solidarity by donating protective masks to regional institutions, health and communal facilities, retirement and nursing homes.



In the Palliativ-Zentrum Villingen-Schwenningen, patients are more independent in the bathroom and can enjoy easier operation.



Karlsruhe students helped Colombian school children refurbished the sanitation facilities, provided a new water infrastructure, and installed a water reservoir.



One of the major salmon stocking campaigns in front of the Hansgrohe factory gates in Schiltach: 150 children released 4,000 juvenile fish into the river.



Expression of solidarity:

### **In it together to fight Corona Virus**

Assuming social responsibility has a long tradition with Hansgrohe and is an essential part of our corporate culture. We primarily support charitable initiatives in regions where we have subsidiaries and factories – nationally or internationally. We are pleased to be able to do our part for the community by contributing protective equipment to our Headquarter region during the Corona Virus pandemic.

Donated by Hansgrohe:

### **Palliativ-Zentrum in Villingen-Schwenningen**

Hansgrohe donated a range of faucets and shower solutions that are ideal for nursing wards of The Palliativ-Zentrum (Palliative Care Center) to try to improve the quality of life and alleviate the suffering of the critically ill patients. The lavatory faucets have extra long handles and are easy to operate from a wheelchair. A special wallbar with a horizontal handle gives patients a firm grip. The Hansgrohe products used offer patients more comfort with less effort.

Sponsored by Hansgrohe:

### **Aguavision Colombia student aid project**

At the school of San Bernardo del Viento, in the north of Colombia, there is finally clean, running water. 1,600 pupils there suffered from a lack of water supply and quality. The hygienic conditions were catastrophic, and the water supply at the school was poor. Students from the Karlsruhe Institute of Technology provided a major boost to health and quality of life. As Engineers Without Borders, they carry out sustainable projects in developing countries.

Environmental Engagement in the Black Forest:

### **Salmon for the river Kinzig Campaign**

Hansgrohe Group is committed to an improved ecosystem in its home region. The goal is breeding and reintroduction of salmon in the Black Forest. Since 2008, we have been participating in the "Salmon for the river Kinzig" campaign. And, believe it or not: The salmon are returning. The campaigns will be a success if salmon use the river permanently as a habitat, return for spawning, and establish a self-sustainable population in the next 10 to 15 years.



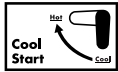
# SHAPING THE FUTURE

## PRODUCT INNOVATIONS WITH SUSTAINABLE TECHNOLOGIES

Since 1901, the Hansgrohe Group has proven with many inventions that it is one of the creative masterminds in the sanitary industry. When developing new products, we take stricter legal specifications, product safety requirements, and the increasing environmental awareness of our customers worldwide into account.

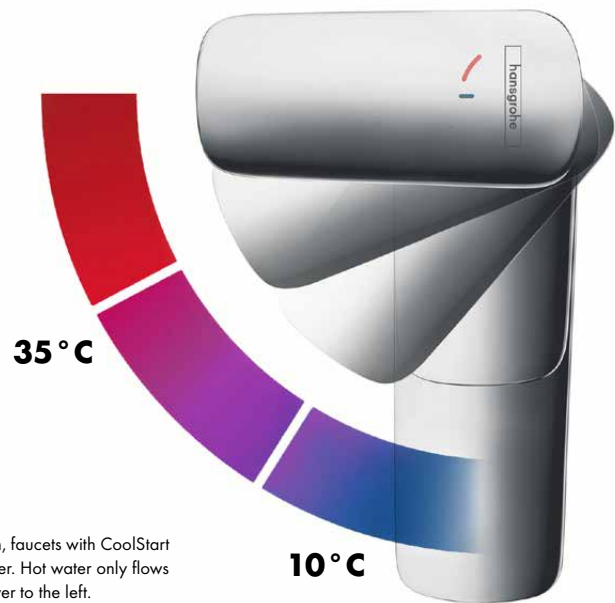
Experts are continuously working on making our products efficient, easy to manufacture, sustainable and safe. With technologies, such as EcoSmart or CoolStart, our customers' water and energy consumption are significantly reduced day after day.





## SAVE ENERGY WITH COOLSTART

On standard faucets, the continuous flow heater or circulation pump starts up immediately when the handle is in the middle position. With CoolStart, only cold water flows when the handle is in the central, neutral position. This means that pipes are not filled with hot water unnecessarily. Only when you deliberately move the lever to the left does hot water get added. This reduces your water heating costs automatically.



In the middle position, faucets with CoolStart only supply cold water. Hot water only flows when you turn the lever to the left.

### Selected Assortments



**hansgrohe**  
**Logis**



**hansgrohe**  
**Novus**



**hansgrohe**  
**Focus**



**hansgrohe**  
**Talis S**



**hansgrohe**  
**Metropol**



## TOUCHLESS DESIGN, IMPROVES HYGIENE

Hands-free design for a more hygienic wash. Electronic faucets with integrated sensor technology not only keep your hands free from the faucets but also keep germs and bacteria away. Sensor faucets are predominantly used for the public and semi-public area as it saves water automatically but it has also become a smart product for homes today. Sensor faucet turns off the water flow automatically after a set period of time, therefore uses water more sensibly: water flows only if someone holds their hands underneath and even then at only 5 l/min.



### Selected Assortments



**hansgrohe**  
**Focus**



**hansgrohe**  
**Metris S**



**hansgrohe**  
**PuraVida**



**AXOR**  
**Starck**



**AXOR**  
**Citterio**





## MAXIMUM COMFORT, REDUCED FLOW

Inefficient faucets and showers are often the reason for excessive consumption of water and energy. Equipped with EcoSmart technology, Hansgrohe faucets come with a special flow limiter which reduces the flow of water regardless of the pressure. An EcoSmart aerator integrated at the spout infuses water with air, creating a pleasantly full, bubbling jet, even at a flow rate as low as 5 l/min.



EcoSmart Technology

The Water Efficiency Label (WELL) enables you to see at a glance whether the product you are buying is economical, efficient and up-to-date.



Manufacturer and product information

Total score

Efficiency rating (A = top mark)

Individual score based on efficiency criteria

You will see from the WELL efficiency label just how your Hansgrohe product is helping to save water – and to lower consumption costs. In buildings with lots of bathrooms such as hotels, this potential for saving is multiplied many times over. As the result, investments can often be recouped after just a few months.



## CONSERVE WATER, SAVE MONEY

Hansgrohe EcoSmart faucets and showers equipped with EcoSmart technology consume up to 60% less water than conventional products. It saves energy since less water needs to be heated hence less carbon dioxide emissions and lower costs. EcoSmart is therefore good for both the environment and your wallet.



Shower rain **with** Hansgrohe EcoSmart technology



Shower rain **without** Hansgrohe EcoSmart technology

### Annual savings comparison \*:

Raindance Select E 120 with EcoSmart	
Flow rate:	9 litres per minute
Water:	approx. 65,700 litre
CO <sub>2</sub> :	approx. 426 kg
Cost of water & energy:	approx. 536 €
Raindance Select E 120 without EcoSmart	
Flow rate:	12 litres per minute
Water:	approx. 87,600 litre
CO <sub>2</sub> :	approx. 569 kg
Cost of water & energy:	approx. 714 €
<b>Potential Annual Savings:</b>	<b>approx. 178 €</b>

\*Comparing the same product with and without EcoSmart technology. Calculated with average German family of four with 5 mins shower time each.

### Selected Assortments



hansgrohe  
**Vernis Blend**



hansgrohe  
**Metris**



hansgrohe  
**PuraVida**



AXOR  
**Citterio E**



AXOR  
**Starck Organic**



hansgrohe  
**Crometta 100**



hansgrohe  
**Croma Select E**



hansgrohe  
**Raindance S**



hansgrohe  
**Crometta E**



AXOR  
**Shower**



## EXPERIENCE MORE, WITH LESS

Hansgrohe AirPower technology enriches water with air, so that each droplet becomes more voluminous, lighter and softer. The AirPower shower rain envelops your body and makes you feel amazing. Air is drawn in through the entire spray disc and mixed together with the inflowing water. Not only does this guarantee more enjoyable showers, it also enables you to reduce your water consumption. Thanks to AirPower, you can experience water in its most beautiful form – completely carefree.



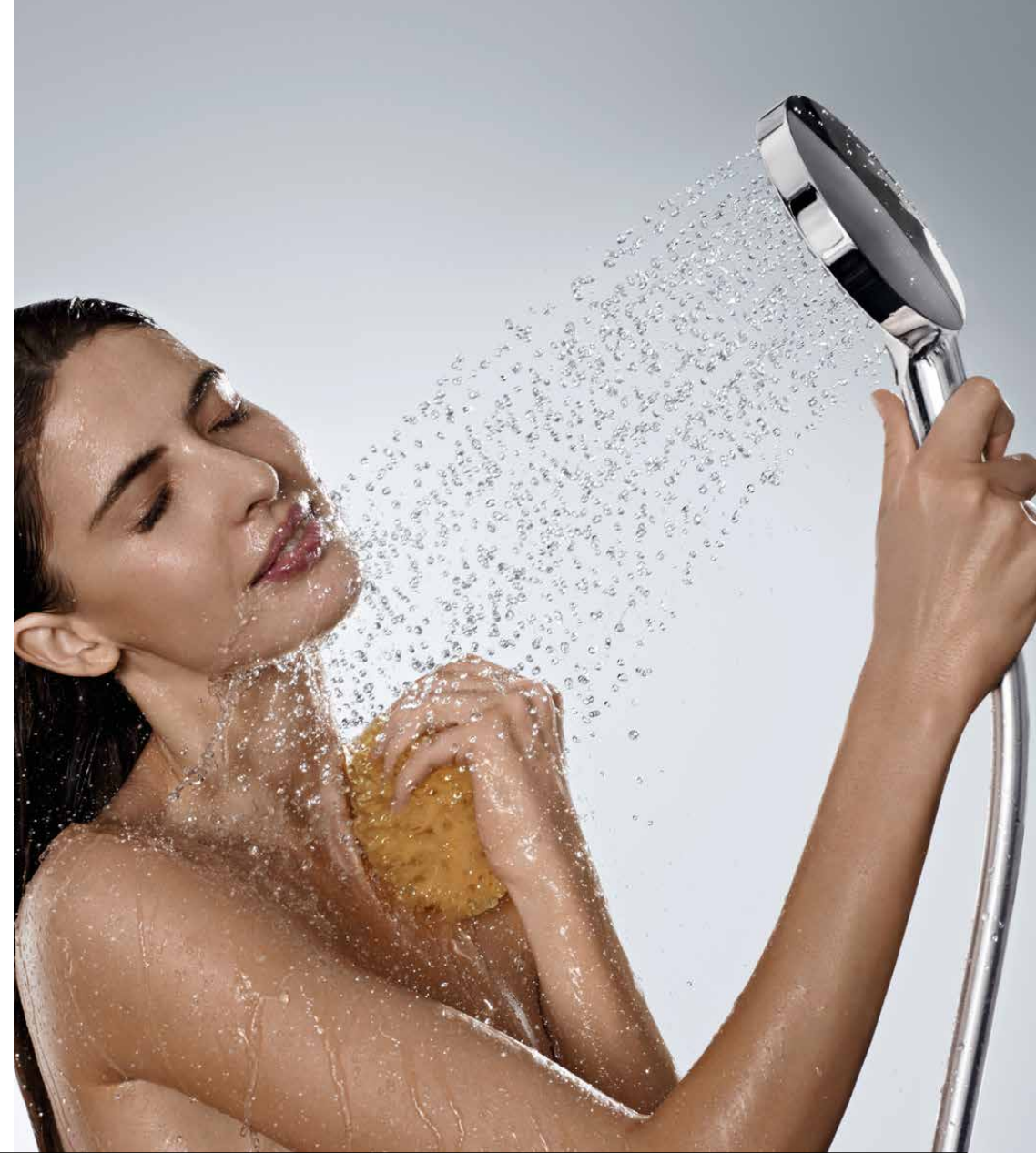
### Softer jet, added comfort at the wash basin

AirPower works quietly and reliably, perceptibly adding volume to every droplet of water and reducing splashing. Whether you're washing your hands, washing your hair or caring for children's sensitive skin: the velvety soft droplets feel good.



### Unique shower fun with AirPower

Every droplet feels velvety soft on your skin, creating a fabulous effect: the AirPower shower rain envelops your body and makes you feel amazing. Numerous hansgrohe products are equipped with this wonderful technology: overhead and hand showers, shower systems and faucets.



### Selected Assortments



hansgrohe  
**Vernis Shape**



hansgrohe  
**Focus**



hansgrohe  
**Metropol**



AXOR  
**Starck**



AXOR  
**Montreux**



hansgrohe  
**Raindance Select S**



hansgrohe  
**Raindance Select E**



hansgrohe  
**Croma Select S**



AXOR  
**Shower**



AXOR  
**Citterio E**





## MADE FOR LONG-TERM RELIABILITY

Hansgrohe Select will make your everyday routines simpler and provide greater comfort at the touch of a button. Change the jet type, switch between different shower sprays or turn the water on and off in just one click. This not only saves water on a daily basis but also makes the product fun and convenient to use. Select is intuitive, durable and reliable. Select push buttons can even be pressed using the back of your hand or your elbow. Therefore the technology is the perfect choice for all age groups and ideal for those with limited mobility.



Hansgrohe Select enables jet adjustment via purely mechanical means. This is precisely why the button works so consistently and reliably. The Select push button proved its durability in a long-term load test with 90,000 activations. Opting for Hansgrohe Select is therefore also a decision to opt for long-term convenience in your bathroom.

### Selected Assortments



**hansgrohe  
Talis E**



**hansgrohe  
Raindance Select E**



**hansgrohe  
Raindance Select S**



**hansgrohe  
ShowerSelect**



**hansgrohe  
ShowerTablet Select**



**AXOR  
Uno**



**AXOR  
One**



**AXOR  
Front**



**AXOR  
ShowerSelect**



**AXOR  
One**

# CALCULATE YOUR SAVINGS POTENTIAL!

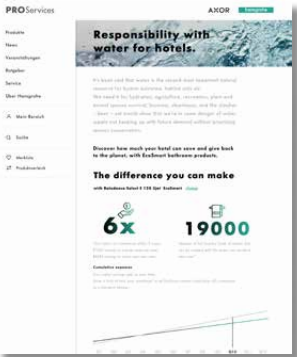


Is conserving valuable resources important to you? Then we've got you covered: With environmentally friendly products, you consume less water and energy and protect the environment. Discover how much you could save with the Water & Energy Savings Calculator.

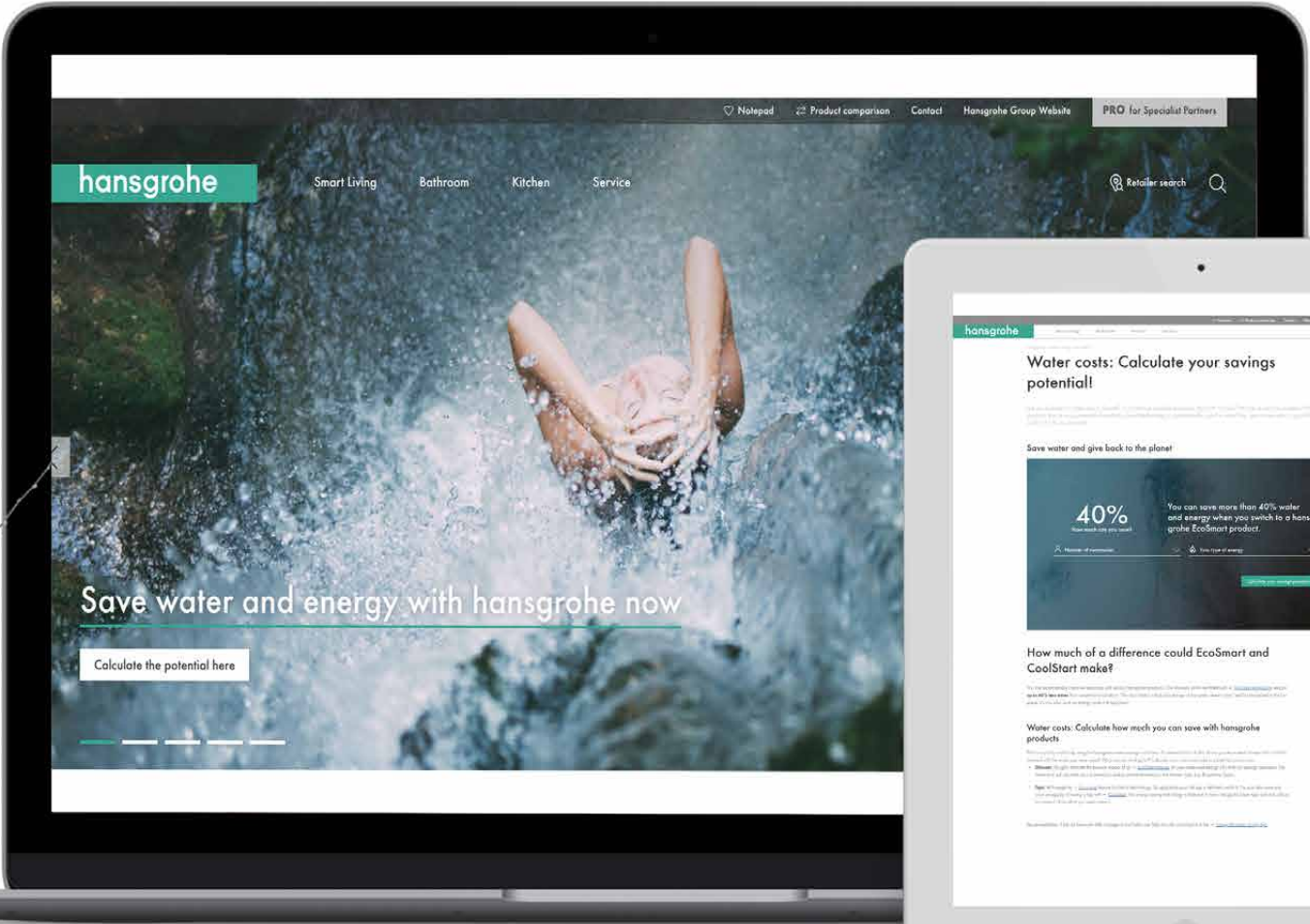


Calculate savings automatically with your input relevant to your usage pattern

The result shows how much an EcoSmart product can save water and energy compared to a standard hansgrohe product without EcoSmart technology



A responsive savings configurable integrated in the hansgrohe consumer and pro websites





# EVERY DROP COUNTS

## WATER-SAVING TIPS

### 1. Take a shower instead of a bath

A pleasantly warm bath is good for the soul. However, this luxury consumes 100 to 200 litres of water, depending on the size of the bath. Which is quite a lot, especially since every single litre needs to be heated up. Showering is considerably more economical: this consumes just 40 to 60 litres on average. If you would like to go one step further, opt for environmentally friendly models when purchasing hand and overhead showers. By installing an EcoSmart shower, you can save water, energy and your bills.

### 2. Use products that consume less water

If you believe less shower water also means less showering comfort, you will be surprised. The Hansgrohe AirPower technology uses less water as it is mixed with air yet achieving the ultimate showering experience. Plenty of air is added to the water in the shower head which makes the droplets fuller, lighter and softer. Your shower jet offers you more, using less water, and makes effective use of the effervescent power of the air.

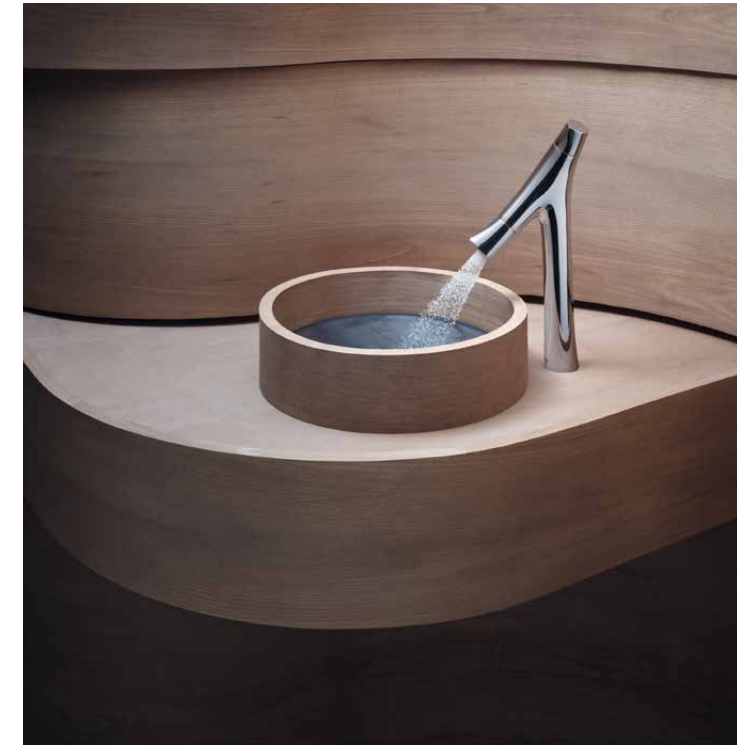
### 3. Reduce climate-damaging CO<sub>2</sub> emissions

A faucet with Hansgrohe CoolStart technology automatically reduces your energy consumption day in, day out. After all, hot water only flows when you really need it. When the handle is set to the middle position, only cold water can flow. Hot water will only be sent through the pipes when you deliberately turn the lever. CoolStart marks an environmentally friendly trend in the world of bathrooms and saves you money at the same time.



### 4. Use intelligent products

All Hansgrohe faucets are fitted with EcoSmart technology as a standard. Which means that they consume up to 60% less water than the conventional ones. A precision elastomer reacts automatically to changes in the water pressure and changes its shape, ensuring that the water flow is constantly limited to only around 5 litres per minute.



### 5. Touchfree to start

With hands-free sensor taps, you not only reduce the spread of bacteria, you also save on water. With the touchless technology, water is only provided when needed, hence no water is wasted and at the same time, no cross-contamination while washing of hands.



## 6. Choose single lever faucets

While turning the two handles to reach the right temperature and the right volume, a lot of water flows unused down the drain. Aside from the fact that modern single lever faucets add considerably more convenience to your home, the required water volume and temperature can be set more quickly than those with two handles. Save time and enjoy added convenience with single lever faucets.

## 7. On/off at the touch of a button – with Select

The classic operating lever on the wash basin disappears completely with Hansgrohe Select technology. On these leverless faucets, the water can be conveniently turned on and off. With Select technology also available in the thermostatic and shower products, you could save water on a daily basis, at the touch of a button.



## 8. When making a new purchase

Take note of its energy efficiency and water consumption. The same applies to faucets as it does to shower heads, washing machines or dish washers: Very old models usually consume significantly more water than new ones. When purchasing a new product, pay attention to its energy efficiency class and opt for environmentally friendly models. Talking of efficiency: only use washing machines and dish washers when they are fully loaded.

## 9. When brushing and shaving

If you leave the water running while brushing your teeth or shaving, you waste 5 to 15 l/min of water depending on the tap. Please turn it off in between! When cleaning your teeth, you can use a tooth brush tumbler. And for wet shaving, just a little water in the basin is enough.

## 10. Repair or renew dripping faucets

Is your faucet dripping? This is more expensive than you might think over the long term. Get dripping faucets sealed as soon as possible. Sometimes simply replacing a seal is enough. On the other hand, if your faucet is already in a state of decay, it should be replaced.





## MAINTENANCE GUIDE

Proper cleaning techniques will help you keep your fittings functioning flawlessly over the long-term, and making your water experience each day more pleasurable.

- Use a soft, clean cloth, but never abrasive agents such as sponge pads or microfibre cloths.
- Do not use any steam cleaners, since high temperatures can damage the products.
- Use only mild detergents, for example those that are citric acid-based.
- Do not use any cleaning agents containing hydrochloric acid, formic acid, chlorine bleach or acetic acid, as these can lead to significant damage.
- Cleaners containing phosphoric acid can only be used to a limited extent.
- Mixing different cleaning agents is generally not advisable.
- Never spray cleaning agents directly onto products, it is best to spray the cleaning agent onto a soft cloth, and use this to wipe the surfaces.
- Limescale residues tend to be deposited in corners and grooves, remember to clean regularly.
- After cleaning, rinse thoroughly with clean water to remove any cleaner residue.
- Damage caused by improper treatment will not be covered under manufacturer's warranty.



# ECO PROJECTS



## FRITZ Lauterbad Germany

FRITZ Lauterbad is a “Smart Luxury” hotel that radiates luxury, tranquillity, lifestyle and wellness at the same time. 67 modern guest rooms with a panoramic view over the Swabian Alb, are equipped with modern furniture. The FRITZ Lauterbad deliberately avoids frills and focuses on smart luxury only. Its exactly in this atmosphere where hansgrohe products find a new home. The elegant concept in the bathrooms offer their guests an extraordinary experience with water.



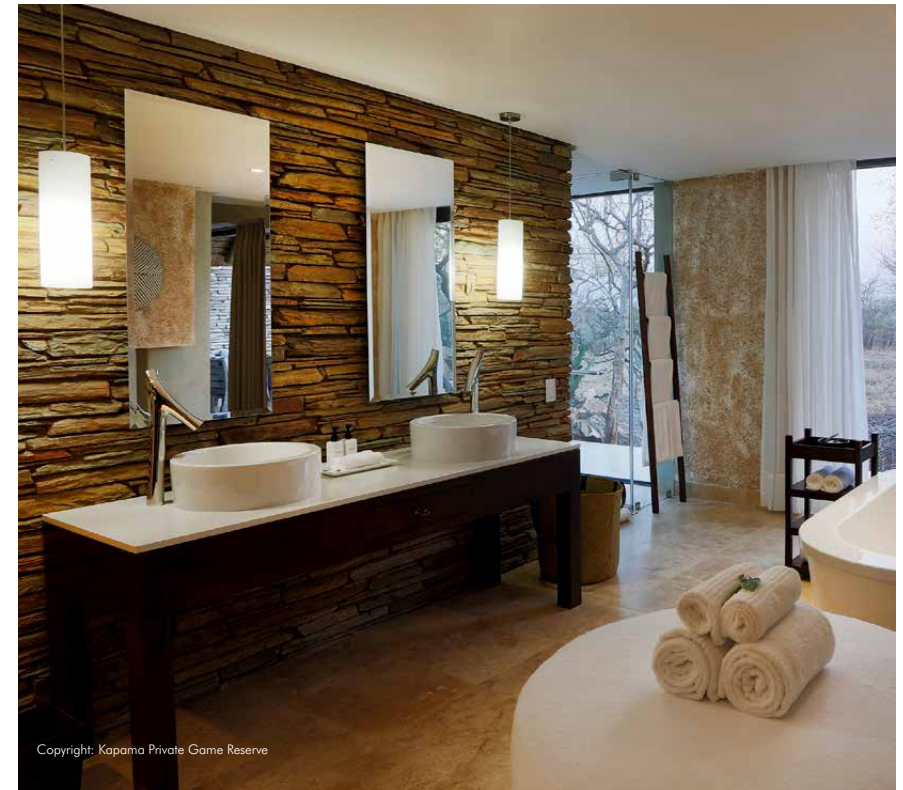
Copyright: FRITZ Lauterbad

**Location:** Freudenstadt, Germany

**Participant:** Archis Architects & Engineers GmbH, KW2 engineers

**Product used:** hansgrohe Talis S, Croma Select S & Raindance S

**Technology:** CoolStart, AirPower, EcoSmart, Select



Copyright: Kapama Private Game Reserve

## Kapama Southern Camp South Africa

Modern luxury and unbridled nature intersect at this five-star safari resort. Located inside the Big Five Game Reserve, Kapama blends the rustic feel of the African Savannah with modern, organic design. Guests of the luxury suites enjoy their own private lap pools while taking in the unforgettable views of the African landscape.



**Location:** Hoedspruit, South Africa

**Participant:** Gigi's Design House

**Product used:** AXOR Starck Organic, hansgrohe Raindance

**Technology:** AirPower, EcoSmart



## Aloft City Centre Deira UAE

Situated in the cultural heart of Dubai, the contemporary hotel overlooks the Dubai Creek, and the view of the old and new Dubai from the hotel will certainly take your breath away. It is the first in the region to offer movie-themed suites which will bring a brand new hotel experience to their guests.

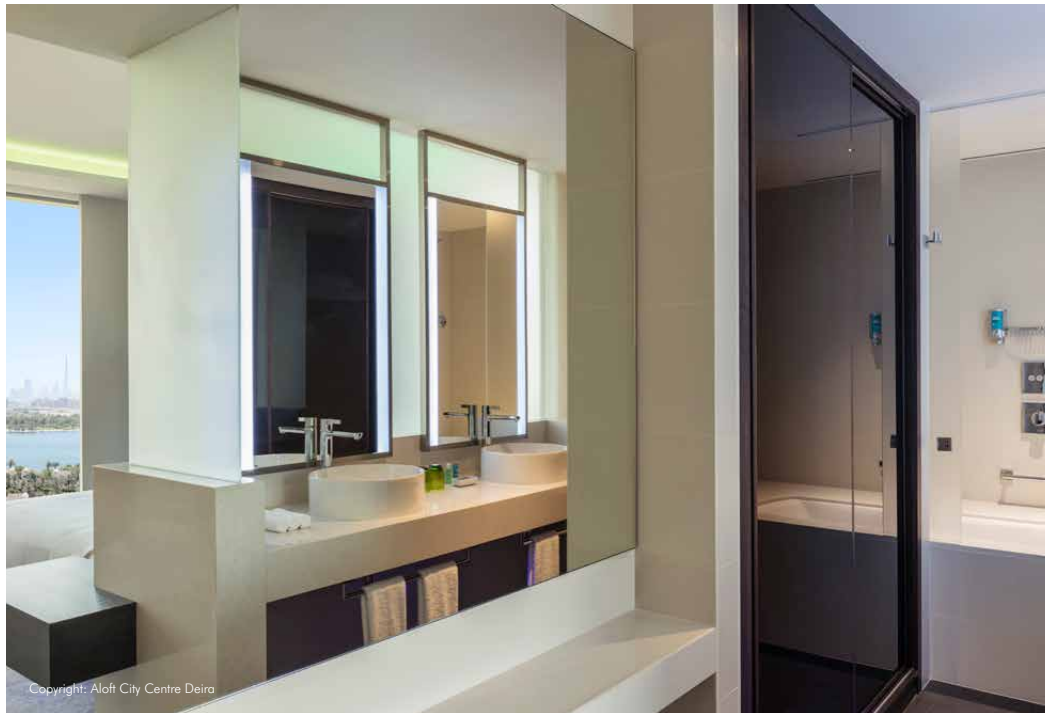


**Location:** Dubai, United Arab Emirates

**Participant:** Marriott, HBA

**Products Used:** hansgrohe Metris S, Raindance E & ShowerSelect

**Technology:** AirPower, EcoSmart, Select



Copyright: Aloft City Centre Deira



Copyright: Mondrian Park Avenue

## Mondrian Park Avenue USA

Outfitted by Philippe Starck, Mondrian Park Avenue is a landmark hotel at the epicentre of New York, in Manhattan's buzzing NoMad neighborhood. This destination celebrates contemporary chic design with well-crafted amenities. Sophisticated guestrooms and suites feature maximum comfort with lavish bedding, spacious bathrooms, and neutrally toned furnishings.



**Location:** New York, USA

**Participant:** Philippe Starck

**Product used:** AXOR Starck, hansgrohe Croma & Raindance Select

**Technology:** AirPower, EcoSmart, Select



Copyright: Capella Shanghai, JianYeLi

## Capella Shanghai, JianYeLi China

Located in the XuHui district in and around the French Concession of Shanghai, the Capella Shanghai has basically converted an entire old Shanghai Shikumen town village into a luxury hotel and residence community. Dated back to the 1930s, the compound is one of last remaining clusters of shikumen architecture and offers a rare experience of Shanghai tranquillity and privacy while remaining close to the urban action.

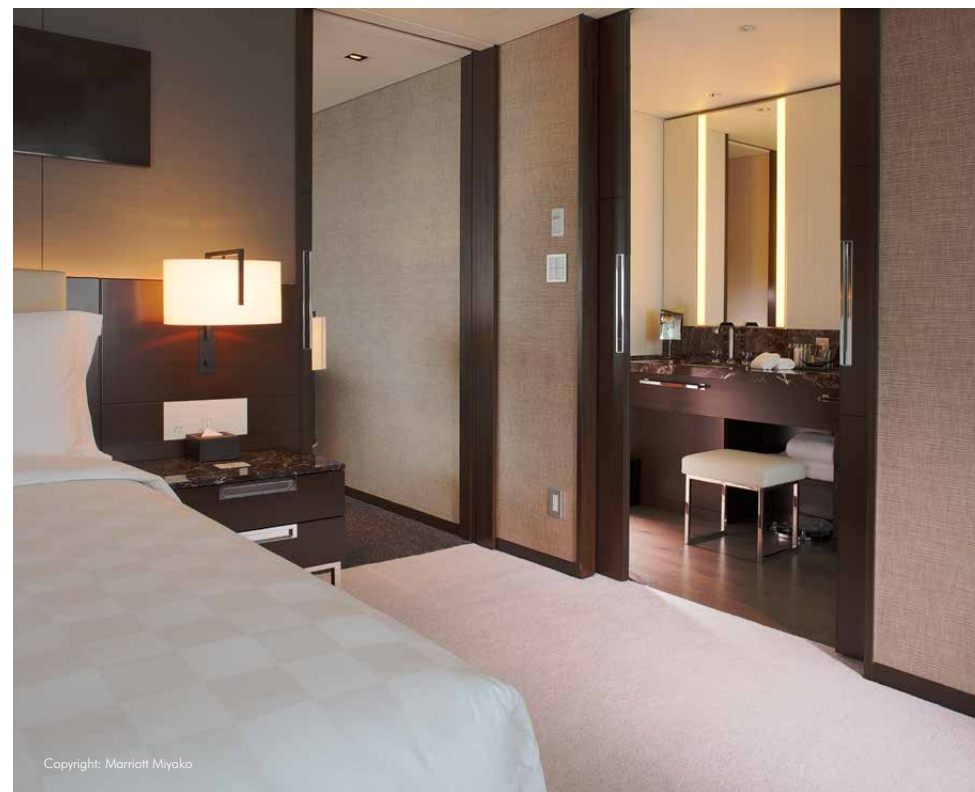


**Location:** Shanghai, China

**Participant:** Blink Design

**Products Used:** AXOR Citterio M, AXOR Starck, hansgrohe Raindance S

**Technology:** AirPower, EcoSmart, Select



Copyright: Marriott Miyako

## Marriott Miyako Japan

Inside of Japan's tallest high-rise building complex, the Marriott Miyako offers spectacular views of Osaka. A relaxing haven up in the sky, far away from the fast-moving city, the hotel offers a bar, fitness center, and restaurant with panoramic views.



**Location:** Osaka, Japan

**Participant:** Nihon Sekkei, Inc.

**Product used:** AXOR Citterio, AXOR Urquiola, hansgrohe PuraVida & Raindance Select

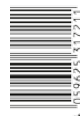
**Technology:** AirPower, EcoSmart, Select



**Hansgrohe SE.**

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