

Press Information

HANSGROHE SHOWCASES CUTTING EDGE PowderRain™ SPRAY AT ICFE 2019 New Efficient Shower Technology in Raindance Showers May 19-22 in Booth 1881

(New York – May 2019) hansgrohe, a leading manufacturer of bathroom fixtures since 1901, revolutionizes the shower experience with PowderRain™ spray technology at ICFE 2019 in booth 1881. Developed in the R&D laboratory at the company's headquarters in Germany, the innovative spray mode is characterized by sumptuous, yet efficient micro-fine droplets. It also delivers exceptional acoustic performance. PowderRain is available in a range of overhead and handheld showers from the hansgrohe brand including the **Raindance S 240 with PowderRain Showerhead**, **Raindance S 180 with PowderRain Showerhead**, as well as a **Raindance Select S 120 with PowderRain Handshower**.

“When showering, water should fall on the body—and nowhere else,” Derek Taylor, Product Manager - Showering, explains. “That’s where PowderRain spray comes into play. The innovation is in every single nozzle of the shower face. Each has been arranged precisely on the spray disc in order to deliver a voluminous, drenching spray, while still operating at a reduced flow rate. The thousands of fine water droplets ‘cocoon’ the body for the ultimate relaxing shower experience.”

PowderRain spray is much finer than conventional shower jets. Instead of only one spray outlet per nozzle, PowderRain spray has several fine openings. The droplets are so light that they fall gently on the skin without bouncing off. This automatically reduces splashing and retains warmth on the skin: a great advantage in open showers. The sprays are arranged more densely as well, which intensifies the effect. The Raindance S 180 P showerhead is available in either 1.75 GPM or 2.0 GPM versions, while the Raindance S 240 P has a flow rate of 2.5 GPM. To meet a wide range of environmental codes, as well as user preferences, the Raindance Select S 120 P Handshower is available in 1.75, 2.0, and 2.5 GPM versions. Available finishes include chrome and brushed nickel. A shower experience that pampers all the senses also includes pleasant acoustics. Hansgrohe's acoustic experts engineered the products to meet the strict German regulations for acoustic performance.

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hansgrohe stands for innovative solutions for kitchens and bathrooms that combine intelligent functionality, outstanding design, and enduring quality. Based in Germany's Black Forest region, the internationally active Hansgrohe Group sells premium products for showers, shower systems, bathroom and kitchen taps, and kitchen sinks under the hansgrohe brand.

hansgrohe stands for great moments with water since 1901. With its many award-winning products, this traditional brand 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.

hansgrohe stands for smart living applications that enrich people's everyday lives and offer them more functionality and safety in their homes.

hansgrohe. Meet the beauty of water.



Find out more about the hansgrohe brand at:

www.facebook.com/hansgroheusa

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iF Design Leader in the Bathroom Industry

In the current 2019 ranking of the International Forum Design (iF) of the best companies in the world of design, the Hansgrohe Group, with its brands AXOR and hansgrohe, ranks in the TOP10* among 4,215 listed companies.

The Black Forest-based showers and fixtures specialist has outperformed famous brands such as Apple, Audi or Daimler and reconfirms the company's leading position* in the bathroom industry.

At the iF DESIGN AWARDS 2019, eight AXOR- and hansgrohe-branded products received an iF DESIGN AWARD 2019.

For further information on our design awards, please visit www.hansgrohe-group.com/en/about-us/claim/design/awards.

*www.ifworlddesignguide.com

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