

## **Inspired by nature: PowderRain welcomes a new showering experience**

*New micro spray water technology from Hansgrohe, designed to engage all the senses.*

With warm and misty rain droplets in mind, the bathroom specialist Hansgrohe has developed the new PowderRain spray, designed to envelop the body in a gentle cocoon of water. With the advantage of micro spray technology, this new water method is designed to fall softly onto the skin without bouncing off. Beyond the physical sensation, it is also designed to be quieter than traditional showers, contributing to an overall experience of pure relaxation that indulges all the senses.

The PowderRain spray is much finer than conventional shower jets; instead of one spray outlet per nozzle, this new water method has six fine openings that transform the spray into thousands of micro droplets. This elevates the sensation and reduces splashing, which demands less cleaning and is a great advantage for open showers.

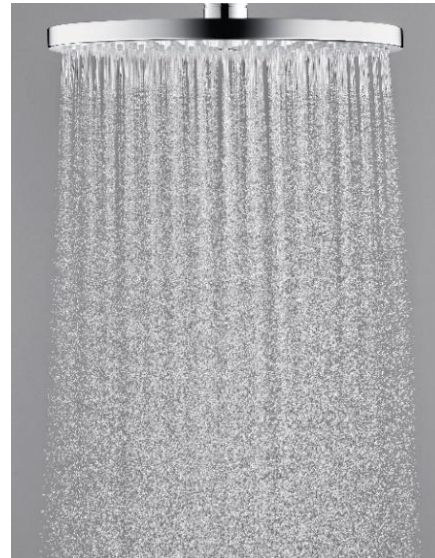
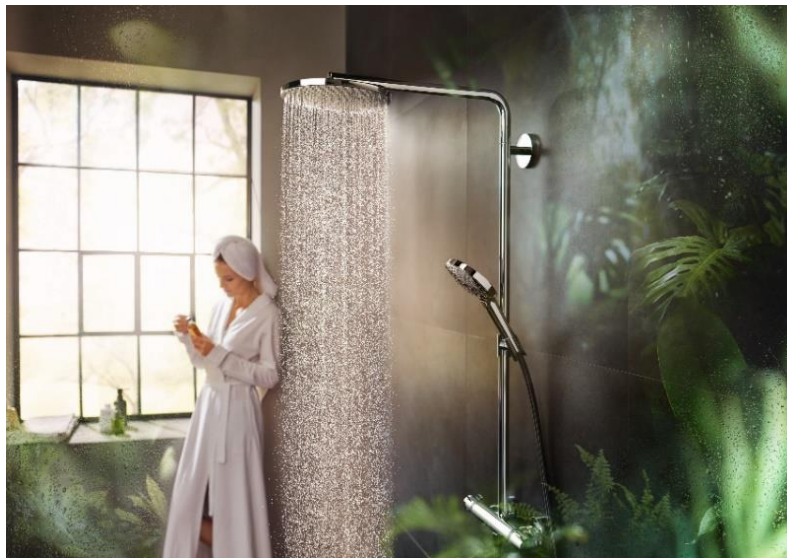
In addition, the new design was carefully conceived to contribute acoustically to the overall showering experience. Experts used Hansgrohe's new sound laboratory to reduce shower sounds in PowderRain by about 20 percent<sup>1</sup>. As a result, the new Raindance Select S 120 P hand showers featuring PowderRain are as quiet as a whisper.

Jan Heisterhagen, Vice President Product Management, explains: "When showering, water should fall on the body—and nowhere else. The effect of enveloping the body in a warm, protective cloak of water is achieved by PowderRain with dozens of small water droplets. The innovation is in every single nozzle, which has to be placed precisely on the spray disc."

PowderRain is featured in a new hansgrohe range of Raindance showers and continues the brand legacy of design and technological expertise. PowderRain will launch in May 2018 and shower sets will be available from £170.

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<sup>1</sup> This value was calculated by comparing the PowderRain spray mode with the Rain spray mode of the hansgrohe Raindance Select S 120 P with a water pressure of approximately 3 bar.



## Editors Notes

### **Experience PowderRain in hansgrohe products**

PowderRain is featured for the first time in the hansgrohe Raindance Select S 120 handheld shower, indicated by the initial "P". This hand shower offers three spray modes: Rain, Whirl Air and now PowderRain. Thanks to its full, rain-like shower spray, Rain is ideal for everyday showering routines. Whirl is a powerful, concentrated massage jet that stimulates muscles and skin. With its gentle micro sprays, PowderRain provides a deeply relaxing and pleasurable experience. Available product ranges featuring PowderRain also include Raindance overhead showers, shower sets and shower pipes in combination with concealed and surface-mounted mixers and thermostats. In this way, it is possible to bring this extraordinary shower feeling to any bathroom regardless of installation requirements.

*As part of the internationally active Hansgrohe Group, hansgrohe is the premium brand for showers, shower systems, bathroom and kitchen taps, as well as kitchen sinks. With its many award-winning products, 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. hansgrohe turns water into an impressive experience:*

***hansgrohe. Meet the beauty of water***



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### **iF 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 6th among 2,000 listed companies. The 1040 points earned by the Schiltach-based fixtures and shower specialist outperform famous brands such as Audi, BMW or Apple and reconfirm the company's leading position in the sanitation industry.  
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