

## Press Information

### **HANSGROHE USA SEEKS “SHOWER ENTHUSIASTS”**

#### **Launches Interactive Campaign to Find Three Winners with a Passion for Shower-Time**

**May 8- June 7, 2019**

(Alpharetta, GA – May 2019) For some, the shower offers that much needed “me time”—an escape from the demands of hectic, everyday life. For others, it’s a place to dance like mad, sing at the top of one’s lungs, and slather on indulgent soapy products. Whatever the reason, Hansgrohe is on the lookout for three self-proclaimed “Shower Enthusiasts” to share their passion for shower-time! The social media initiative held from May 8 through June 7 calls upon users to create a fun and thoughtful video addressing why they are a self-proclaimed “shower enthusiast.” Contestants must post their videos on their favorite (or all) of the following social channels: Facebook, Instagram, Twitter and/or YouTube with hashtag #ShowerEnthusiast and tag @hansgroheusa. Three winners will be determined by a panel of judges including Julie Carlson, Editor-in-Chief and Founder of Remodelista, as well as two Hansgrohe team members. The three shower enthusiasts will receive a hansgrohe handshower, hansgrohe shower goodies, an Amazon gift card and a Boom Swimmer Duo Bluetooth® Speaker. Entries will be judged on their creativity and adherence to rules.

To enter, users must complete the tasks outlined below. Full entry rules can be found on the Shower Enthusiast campaign page [here](#).

Entrants must complete the following tasks:

- Create a fun and thoughtful video showing why they deserve to be crowned a Hansgrohe Shower Enthusiast.
- Post their video on their favorite (or all) of the following social channels: Facebook, Instagram, Twitter and/or YouTube.
- Tag @hansgroheusa and include hashtag #ShowerEnthusiast.
- Complete and submit the [official entry form](#) and include the link to their video post. Entrants agree to these Rules for their submission to be a valid entry.

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The hansgrohe brand 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.

The hansgrohe brand 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.

The hansgrohe brand 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](http://www.facebook.com/hansgroheusa)

[www.twitter.com/hansgroheusa](http://www.twitter.com/hansgroheusa)

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

[www.pinterest.com/hansgroheusa](http://www.pinterest.com/hansgroheusa)



## **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-](http://www.hansgrohe-group.com/en/about-us/claim/design/awards)

[us/claim/design/awards](http://www.hansgrohe-group.com/en/about-us/claim/design/awards). \*www.ifworlddesignguide.com

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