

PRODUCT RELEASE

For more information, contact:
John O'Reilly, LNC Communications
Telephone: 815-469-9100, extension 302

New Hansgrohe Croma EcoAIR Showers Couple Low Flow Rates with High Performance

LAS VEGAS, NEVADA (MAY 8, 2007) — New from Hansgrohe, the Croma 1-Jet EcoAIR handshower and showerhead provide the full, drenching coverage of a conventional high-end handshower or showerhead, but at a water-saving flow rate of only 1.6 gallons per minute – nearly a full gallon less than the standard maximum. Best of all, these environmentally friendly showers feature Hansgrohe's award-winning, innovative AIR technology, yet are available at a price that meets any budget.



Croma EcoAIR showerhead

Croma EcoAIR incorporates the same AIR injection technology found in Hansgrohe's popular Raindance AIR line of handshowers and showerheads. This unique system, available only from Hansgrohe, draws the surrounding air into the center of the showerhead or handshower, infusing the water with air in a three-to-one, air-to-water ratio.

Hansgrohe Croma EcoAIR, continued

The result is an air-enriched shower with the sound and feel of an enchanting summer rain. Expanding the water with air softens the droplets that stream through the Croma's 50 spray channels. These voluminous drops of air-infused water actually coat the bather's skin in warmth instead of bouncing off as with the stinging, needle-like spray of other low-flow showers. This coating stream reduces the amount of water splashing around and outside the shower, so there is less mess and the bather gets to enjoy more water on their skin.

The Croma EcoAIR line also features the Rubit cleaning system, another hallmark of Hansgrohe quality and innovation. As with most Hansgrohe showerheads and handshowers, the Croma spray channels are made of durable silicone, a nonporous and elastic material that actually repels the buildup of limescale and other substances in the water stream. If these materials do appear on the spray channels, they can be simply wiped away with a fingertip or a washcloth. As a result, limescale deposits are easily eliminated.



Croma EcoAIR handshower

The Croma EcoAIR line is available in two highly durable finishes: chrome and brushed nickel. Ten inches in length with a three-inch-diameter head, the handshower lists for \$34 in chrome and \$44 in brushed nickel. The showerhead, whose head is 3-3/4 inches wide, lists for \$26 and \$36, respectively.

“Croma EcoAIR handshowers and showerheads incorporate sophisticated technologies normally associated with luxury products, but are a more affordable and environmentally friendly product to meet the everyday showering needs of ‘green’-minded or -conscious consumers,” comments Russ Wheeler, president of Hansgrohe-North America.

Hansgrohe Croma EcoAIR, continued

About Hansgrohe: Founded in 1901, Hansgrohe established luxury and quality standards for the upscale shower, kitchen and bath. The company is one of the world's largest suppliers of showerheads and continuously introduces innovative products that exhibit imagination and the highest degree of performance and quality. With headquarters in Schiltach, Germany, Hansgrohe serves customers in over 80 countries through 24 subsidiaries and nine manufacturing facilities around the globe.

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For more information on Croma EcoAIR, contact:

John O'Reilly, c/o LNC Communications
32 West Nebraska Street, Suite 1C
Frankfort, Illinois 60423
Telephone: 815-469-9100, extension 302
Fax: 815-469-2555
E-mail: John@LNCmail.com

You can also visit www.hansgrohe-usa.com or call 1-800-334-0455.