

Press Information

FOR IMMEDIATE RELEASE

HANSGROHE PRODUCT INNOVATIONS AT K/BIS 2010 ELEVATING THE INDUSTRY STANDARD

(Alpharetta, GA – March 2010) Visitors to Hansgrohe's 2400 sq. ft. space (Booth #S1223) at KBIS 2010 will experience first-hand what German engineering and design can produce. The internationally renowned manufacturer of bathroom and kitchen fixtures will launch a range of ground-breaking products that, once again, underscores its leadership role in the industry. Products to be unveiled include the iconic PuraVida™, the revolutionary iBox™ Universal Plus rough, new additions to the popular Talis and Raindance collections, and the company's first line of beverage fixtures created in partnership with water filter leader Zuvo™. All of the products on display represent industry-firsts in terms of a technological or design innovation. Every relevant faucet meets the new code for low-lead levels, while every shower benefits from the Hansgrohe proprietary **AIR** technology.

BATHROOM:

PuraVida - Designed by long-time partner, Phoenix Design of Stuttgart, PuraVida, which means 'pure life', is an exciting new introduction for the Hansgrohe brand. A simple elegant design, the PuraVida collection features a distinctive dual finish of white and chrome. The Hansgrohe team worked for several years to create a special method to apply the unique chrome and white finish to the brass. Another product innovation for PuraVida is its five-finger massage hand-shower with the intuitive EasyClick™ spray selector. All PuraVida faucets come with EcoRight™ technology indicating a reduced water flow, which supports a company-wide focus on water conservation.

Furthermore, the shower components in the PuraVida collection benefit from the company's revolutionary AIR technology - developed by Hansgrohe over 10 years ago and launched in 2003. AIR infuses ambient air into the multiple water streams in a three-to-one (air-to-water) ratio, intensifying each spray for a unique and invigorating shower sensation. The air-and-water mixture creates a texture on the skin that is warm and gentle, yet still energizing.

The iBox Universal Plus - With all the functions this revolutionary new product can accomplish, its no surprise that its motto is "One for All." With the iBox Universal Plus, Hansgrohe has created a single, competitively priced and durable rough that is able to do the job of 13 different roughs. It also boasts sound and water-proofing technology unlike any on the market.

iBox is compatible with more than 150 trim sets offered by the Hansgrohe and Axor brands. To further increase the efficiency and overall ease of specification, Hansgrohe is now introducing

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one new trim style for each of its World of Styles categories - Contemporary (S), Transitional (E), Traditional (C) - as well as for its newest collection, PuraVida.

Just a few of the many features that set the iBox apart:

- iBox Universal Plus accommodates two mixing technologies: **Thermostatic** and **Pressure Balance**, allowing for several installation possibilities. Installers can easily switch from Hansgrohe to Axor trims – additional roughs may be required with Axor products.
- Distributors and contractors need to stock only one rough for all situations
- iBox is fully sealed, and features three anti-leak technologies
- iBox features four innovative noise-reduction technologies
- The separation of the temperature mixing and volume control results in higher water flow than existing multi-function valves

Hansgrohe recognizes the importance of training. K/BIS visitors are welcome to take advantage of CEU training on the iBox technology, every hour on the hour at the company's booth throughout the show.

Raindance E – Another important introduction for the brand will be the Raindance E showerhead range. Also created in collaboration with Phoenix Design, the Raindance E features an innovative, soft-edge rectangular design. The unique shape allows for a gentle spray of water to stream down directly over the head and shoulders, and completely envelop the body. The Raindance E is available in three sizes: 240, 360 and 420. All models in the Raindance E range benefit from Hansgrohe's AIR technology. Also, for the first time, an overhead shower offers a choice of two different jet types. The Raindance E 420 AIR 2jet model pampers users with its RainAir spray in combination with the refreshing RainFlow Waterfall jet.

KITCHEN:

Hansgrohe now has products for virtually all water needs in the kitchen, including faucets for main, prep and bar installations, as well as potfillers and now beverage faucets offered with an innovative new filtration system. Each kitchen faucet with a pull-down spout or pull-out sprayer feature is equipped with an innovative magnetic mechanism for easy click back into the fixture. Making the range even more complete, there are new designs for each of the World of Styles categories - Contemporary (S), Transitional (E), Traditional (C).

Talis S – Hansgrohe has evolved the Talis S kitchen faucet line with a sleek and modern new style for the Talis S collection. In addition, the Talis S SemiArc and Talis S Beverage faucet complete the assortment.

Talis C - Hansgrohe will be launching a Talis C kitchen collection, which will reflect a classic and timeless style in each of the five kitchen faucets created for this series. The new Talis C Pot Fillers are equipped with 2 ceramic shut-off valves and come in wall-mounted and deck-mounted options.

Beverage Faucets + Hansgrohe Water Filtration System by Zuvo - Hansgrohe has partnered with Zuvo, the manufacturer of a top-of-the-line residential water purifier and will now

be offering the filter to its customers. Zuvo's patented, chemical-free 5-step system, treats non-pathogenic organisms, taste and odor contaminants, reduces aesthetic chlorine, lead, and tiny particulates resulting in healthy, clean, great-tasting water right from the tap.

In addition, three brand new beverage faucets - Allegro E, Talis S and Talis C - will be introduced at the show. Designed specially to work with the Zuvo, these are Hansgrohe's first beverage faucet offerings.

About Hansgrohe: Founded in 1901, Hansgrohe is the premium brand for bathroom and kitchen fixtures, and a market leader in showers and shower systems, as well as thermostat, pressure balance and ceramic cartridge technology. A winner of numerous awards throughout the world, Hansgrohe is regarded as one of the leading innovators in technology and design, with inventions such as the adjustable wallbar, multiple-spray handshowers and showerheads, the Quickclean™ function, AIRPower and water-saving EcoRight™ technology. These and other original products have helped reinvent the modern bath as a more functional, more comfortable and more beautiful living space.

Based in Schiltach in the Black Forest region of Germany, Hansgrohe has a global workforce of more than 3,200 and serves customers in over 80 countries through 30 subsidiaries. Known for taking tough action against product piracy and intellectual property theft, the company currently operates 10 manufacturing facilities, including six in Germany, as well as single plants in France, the Netherlands and China. In addition, the company manufactures and assembles most of its Hansgrohe-branded products for North America at its modern manufacturing facility in Alpharetta, GA., in the U.S.A.

For more information on Hansgrohe, visit www.hansgrohe-usa.com. To obtain a list of showroom locations within any locale across the United States, visit www.hansgrohe-usa.com/us_en/33541.htm. Or call 1-800-334-0455.



Most beautiful shower 2010: Hansgrohe's Raindance Connect wins the silver design award of the Federal Republic of Germany. Further information: www.hansgrohe.com/design-award or www.hansgrohe.com/award

News Release: Hansgrohe K/BIS 2010 Overview, *continued*

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