

## Press Information

FOR IMMEDIATE RELEASE

### Hansgrohe Launches Free, Monthly Training Sessions, Targeting All Plumbing and Mechanical Contractors

Offered the first Wednesday of each month, each one-day program discusses specification, installation and maintenance of all Hansgrohe and Axor products.

ALPHARETTA, GEORGIA (MAY 29, 2009) — Hansgrohe recently announced a new ongoing series of monthly product training workshops, created specifically for plumbing and mechanical contractors. Offered the first Wednesday of each month, “Technical Product Training for the Plumbing Professional” is a one-day class focusing on specification considerations, installation, maintenance, troubleshooting and repair of Hansgrohe and Axor brand shower systems, kitchen and lavatory faucets, commercial electronic faucets and showerpanels.

The classes are held at the Hansgrohe Aquademie, a special training facility inside the company’s North American headquarters in Alpharetta, Ga., located a half-hour drive north of downtown Atlanta. Students arrive the previous evening, staying in a nearby hotel. Training sessions conclude by mid-afternoon of the next day, allowing attendees to return home within 24 hours of their arrival.

Hansgrohe provides ground transportation from Hartsfield-Jackson Atlanta International Airport to the hotel, to the Aquademie and back to the airport. The company also covers all landed expenses in Atlanta, including meals and overnight lodging. The only out-of-pocket costs for a student would be transportation from his or her hometown to Atlanta — by air or ground.

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#### “Technical Product Training” Workshop

**What?** One-day training session on specification, installation, maintenance and repair for all Hansgrohe and Axor products.

**When?** First Wednesday of each month

**Where?** The Hansgrohe Aquademie in Alpharetta, Ga., a half hour north of downtown Atlanta.

**Who?** For all plumbing and mechanical contractors and their employees in North America.

**How much?** Free of charge. Attendees need only pay for their round-trip transportation to Atlanta.

**How do I learn more?** Contact the local Hansgrohe rep or send an e-mail to [aquademie\\_us@hansgrohe.com](mailto:aquademie_us@hansgrohe.com)

Hansgrohe, Inc.

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Jen Roccio Bruno, Hansgrohe Manager of Training & Development, stresses the value of the hands-on aspects of the new training program for the trade: “Our instruction begins in the Aquademie classroom, but then moves into our Showerworld facility to discuss and work on actual product.” Opened in 2001 and fully remodeled five years later, Showerworld now houses 20 different working shower systems and a full range of Hansgrohe and Axor products, including showerheads, handshowers, bodysprays and showerpanels.

“Technical Product Training” also includes a tour of the Hansgrohe manufacturing and warehousing operations. The Alpharetta facility, which opened in 1995, currently does plastic injection molding, chrome plating, PVD [physical vapor deposition] finishing, and assembly of faucet and showering products for the Hansgrohe brand in the United States and Canada.

Classes are open to all plumbing and mechanical contractors and their employees nationwide. The deadline for registration is two weeks prior to a given class. For more information on how to register, contractors should contact their local Hansgrohe sales representative or send an e-mail to: [aquademie\\_us@hansgrohe.com](mailto:aquademie_us@hansgrohe.com).

**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 showerbar, multiple-spray handshowers and showerheads, the Quiclean<sup>®</sup> function, AIR and water-saving EcoRight<sup>™</sup> technology. These and other original products have helped reinvent the modern bathroom 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 28 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, Georgia, in the United States.

**For more information on Hansgrohe, visit [www.hansgrohe-usa.com](http://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](http://www.hansgrohe-usa.com/us_en/33541.htm). Or call 1-800-334-0455.

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**News Release: Hansgrohe Launches Free Product Training Program, *continued***

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**Picture Overview: Aquademie and Showerworld in Alpharetta, Ga.**



Trainer Keren Rogers conducts a classroom session at the Hansgrohe Aquademie in Alpharetta, Ga.: New contractor classes are scheduled for the first Wednesday every month and are free of charge.

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The full range of Hansgrohe showering products are featured within Showerworld: showerheads, handshowers, bodysprays and showerpanels.

[HN0626-Aqua-04.tif](#)

**Hi-res images** are available for immediate download in .tif format by using this link:  
<http://hansgrohe.oreilly-depalma.com/2009/training.shtml>

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