

Press Information

FOR IMMEDIATE RELEASE

International Forum Design (iF) Rates Hansgrohe No. 1 In Design Excellence among All Plumbing Manufacturers

New ranking system places Hansgrohe No. 17 among nearly 1,500 firms worldwide, based on its performance in iF design competitions since 2006.

ALPHARETTA, GEORGIA (MARCH 10, 2009) — Hansgrohe ranks No. 1 among plumbing manufacturers and No. 17 overall in a new corporate rankings system, based on the results of five different International Forum (iF) design-award competitions since 2006. Introduced in late 2008, the design excellence rankings encompass a total of 1,499 companies around the world, including such design superstars as Samsung, Apple, Siemens, Panasonic, Bosch, IBM, Sony, Royal Philips, BMW, Miele, Gaggenau, LG Electronics, Volkswagen, and Daimler. (Visit http://www.ifdesign.de/ranking_tabellen_e and click the “Company” icon above the rankings chart.)

Among plumbing manufacturers, Hansgrohe garnered a total of 520 points to outpace Hoesch Design (No. 25 with a total of 360 points), Grohe (No. 53, 220 points), and Blanco (No. 77, 160 points).

Unveiled in 1953, the iF competitions represent an enduring and prestigious trademark for outstanding design. The 2009 edition of the product design competition attracted more than 2,800 entries from 39 countries and recognized just over 800 firms for design excellence.

The iF rankings are based on a point system for awards received in any of five different competitions over the past three years. In addition to product design, these competitions include communication design, design award China, material, and packaging. Twenty points are awarded for an iF award; 100 points for an iF gold award.

World-class reputation: Established in 1901 by plumbing industry pioneer Hans Grohe, his eponymous company is now regarded as the founder and leading proponent of modern showering culture. The Schiltach, Germany-based maker of bathroom faucets, showers and accessories has earned its world-class reputation as a source of inspiration and innovation in no small part because of its ground-breaking collaborative

-more-

Hansgrohe, Inc.

1490 Bluegrass Lakes Pkwy. • Alpharetta, GA 30004 USA • Tel 770-360-9880 • Fax 770-360-9887
info@hansgrohe-usa.com • www.hansgrohe-usa.com

efforts with internationally renowned designers, including Philippe Starck, Antonio Citterio, Jean-Marie Massaud, Patricia Urquiola and Phoenix Design.

Note: In a separate iF ranking of independent design firms, communications agencies and in-house corporate designers, Phoenix Design ranked No. 9 and Antonio Citterio + Partners S.r.l. was listed at No. 49.

Over the decades, Hansgrohe and its Axor designer brand have won more than 270 design awards. “Many years ago, Hansgrohe decided to broaden its historical focus on functional quality to also include ‘good form’ by working closely with important personalities and trendsetters from the world of design,” explains Philippe Grohe, manager of Hansgrohe’s designer brand, Axor. “The visions and creative ideas of our design partners have always challenged us – in research and development, as well as in production. But they have also brought us forward a good measure.

“The new iF rankings are indicative of Hansgrohe’s ongoing commitment to good design and the progress we have made. We are grateful for the recognition of this prestigious organization.”

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 thermostatic and plumbing technology. Winners 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® function, as well as AIR and water-saving EcoRight™ 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

-more-

Other recent special acknowledgments of Hansgrohe design excellence...

- **KB Awards 2009** (*Woman’s Day Specials Kitchens & Baths*): Hansgrohe SkyLine Showerpanel — Honorable Mention in the Faucet category
- **Product Reports 2008** (*Architectural Record*): Hansgrohe SkyLine Showerpanel in the Plumbing and HVAC category
- **Best of Year Awards: Designers’ Choice** (*Interior Design*): Axor Citterio M in the Bath Hardware and Accessory category
- **red dot best of the best award:** Axor Citterio M Single-Hole Faucet – Tall
- **Most Value Product Award** (*Building Products*): Hansgrohe Croma C and E 100 Showers
- **ADEX** (*Design Journal*): Croma C 100 Green 3-Jet Showerhead (Gold); Axor Citterio M Widespread Faucet (Gold); SkyLine Showerpanel (Platinum); Raindance Connect (Silver).

Hansgrohe, Inc.

1490 Bluegrass Lakes Pkwy. • Alpharetta, GA 30004 USA • Tel 770-360-9880 • Fax 770-360-9887
info@hansgrohe-usa.com • www.hansgrohe-usa.com

24 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. 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.

###

Further information: John O'Reilly
O'Reilly/DePalma
Tel: 815.469.9100, extension 302
Fax: 815.469.2555
E-mail: john.oreilly@oreilly-depalma.com
www.axor-design.com
www.hansgrohe-usa.com

-more-

Hansgrohe, Inc.

1490 Bluegrass Lakes Pkwy. • Alpharetta, GA 30004 USA • Tel 770-360-9880 • Fax 770-360-9887
info@hansgrohe-usa.com • www.hansgrohe-usa.com

Picture Overview: Hansgrohe iF Design Gold Award Winners in 2008

Ambience pictures



Axor Citterio M Tall Faucet

AxorCitterioM-B02



Axor Citterio M Showerpipe

AxorCitterioM-P18

Hi-res images of this Hansgrohe event are available for immediate download in .tif format by using this link:

<http://hansgrohe.oreilly-depalma.com/2009/if-design-rankings.shtml>

Hansgrohe, Inc.

1490 Bluegrass Lakes Pkwy. • Alpharetta, GA 30004 USA • Tel 770-360-9880 • Fax 770-360-9887
info@hansgrohe-usa.com • www.hansgrohe-usa.com