

NEWS

ENGLISH VERSION

NATURE
SHOWERS
DESIGN
EXPERTISE



www.hansgrohe.com

2011





**Richard
Grohe**

Dear reader,

Each of us has a different idea about what makes a perfect shower. For us, the perfect shower unites limitless Shower Pleasure with uncompromising sustainability.

You could say that everything we've developed in the last 110 years has brought us nearer to the perfect shower. And now with new developments such as the Pontos water purification system, we're even closer to attaining that vision. With NEWS, our ISH magazine all about the world of water and showering, we invite you to explore our vision with us.

Take a peek behind the scenes of our company and find out who works at Hansgrohe, and what they do. What drives us, what are our goals? Inside, read what our researchers have to say and determine what kind of shower personality you are. We'll show you your ComfortZone and provide plenty of inspiration for designing a beautiful bathroom.

You'll also discover what our overhead showers have in common with the Tad Fane waterfall in Laos and learn about the cultural history of the shower's development. I hope you enjoy reading our magazine. And who knows: you may very well discover your perfect shower, too.



**Sincerely,
Richard Grohe**



As a young man, Hans Grohe founded the company in 1901.



The company staff in 1912.



Hans Grohe in his element in 1924.



Hans Grohe with his sons in 1934.



Hans Grohe with his son Klaus in 1938.



Klaus Grohe with his sons Philippe and Richard in 2007.

NEWS Magazine

2011



Editorial

3

NATURE

Philosophy:

A matter of perspective.

6

Sustainability:

The way out of the water crisis.

7–9

SHOWERS

Innovations:

**An interview with two
shower professionals.**

10–11

Shower culture:

A brief history of the shower.

12–15

Shower extra:

Water's healing powers.

16

Nature's shower:

**The best ideas always
come from nature.**

17

Shower Pleasure:

2011 shower trends.

18–23

DESIGN

Practical:

Introducing the ComfortZone.

24–27

Style guide:

Bathroom mixers with style.

28–29

Service:

**What does your dream
bathroom look like?**

30–31

Trends:

Thinking beyond forward thinking.

32

Technology:

11 years of flexible installations.

33

EXPERTISE

Online:

Hansgrohe interactive.

34

Info:

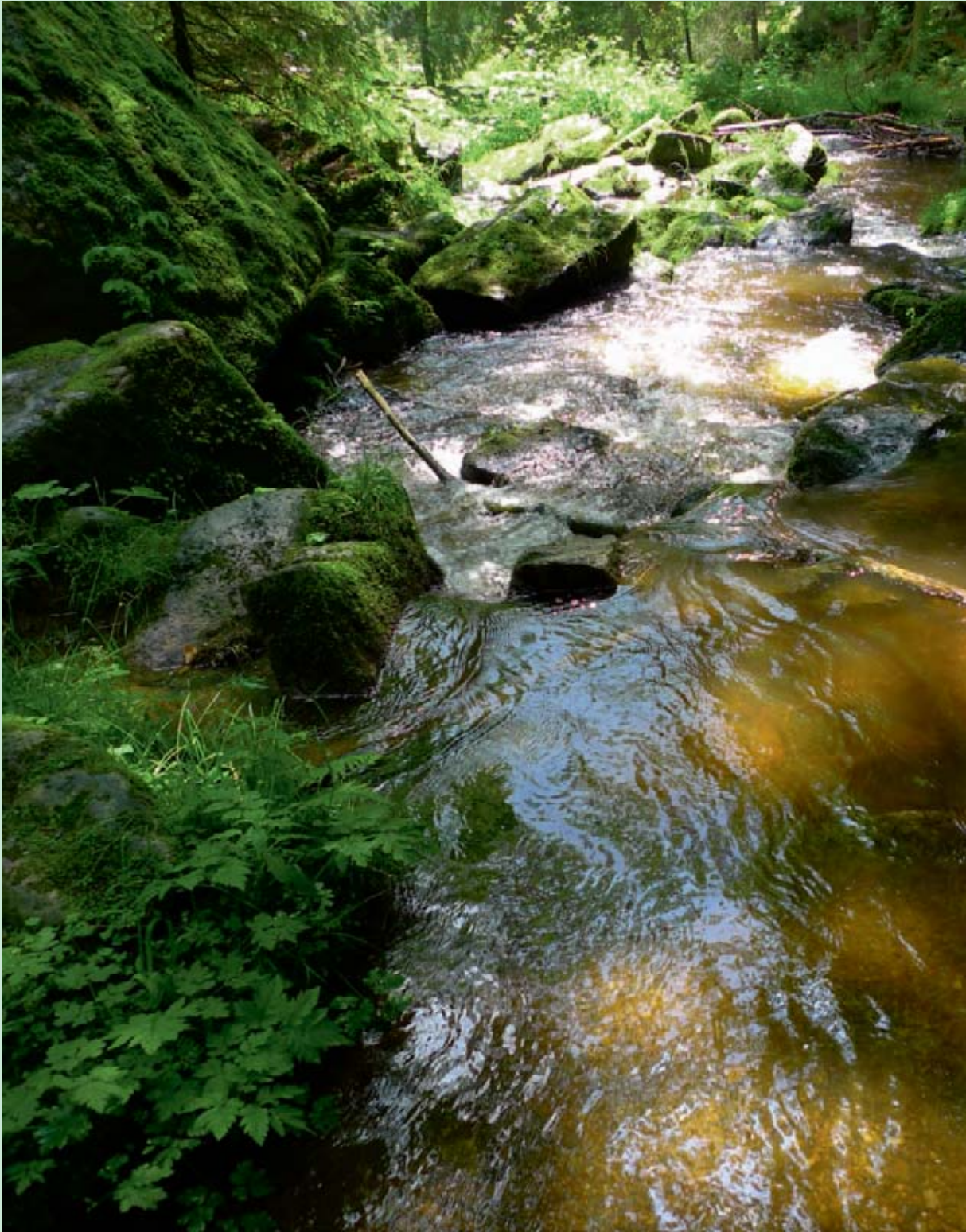
**Ten things you might not
have known about water.**

35

Imprint

35

Philosophy



**»Climate change is not a distant prospect, it's a reality today.
Everyone must contribute to reducing harmful CO₂ emissions.
It's an ecological imperative, but it's also economic common sense.
It's about securing a better tomorrow.«**



Klaus Grohe 1992

The way out of the water crisis.

**Conserving water has never felt better:
how all of us can make a difference.**



Responsible use of water is always a good idea. Why? Because climate change and poor water management pose a threat to supplies of clean water.

All over the world, large cities with over ten million residents are facing particularly critical challenges with regard to drinking water supplies and sewage treatment. Professor Dr. Klaus Töpfer, a former German minister and founding director of the Institute for Advanced Sustainability Studies in Potsdam, blames wasteful water usage: "We are a throw-away society that wastes too much unused water. That's something we have to change."

Industry isn't always the problem. From entrepreneurial spirit, to the spirit of enquiry.

"We put an enormous emphasis on sustainability," says Hansgrohe Deputy CEO Richard Grohe with conviction. Back in the early 1980s, the company began promoting resource conservation research and conducting initial testing of organic water recycling methods.

The results are the technologies Hansgrohe offers today, such as EcoSmart. It features a precision "O" ring that regulates water quantity, uses water more efficiently and limits the flow rate. This innovation effectively combines company success with our sustainability goals.



EcoSmart showers reduce water consumption to as little as six litres per minute.

"Today, EcoSmart products account for a quarter of our turnover. And demand just keeps growing," says Richard Grohe. This technology also delivers sustained financial benefits. Richard Grohe offers the following calculation as an example.

Take a family of four where each family member washes their hands for three minutes a day. With a Hansgrohe basin mixer and integrated EcoSmart aerator the entire family would use sixty litres of water a day. That's because the aerator has a flow rate of five litres per minute. Without one of these aerators, the flow rate is over thirteen litres per minute. So the family would use around 156 litres of water a day. Calculated over an entire year, the difference in this case would be 35,000 litres of water – meaning a saving of around sixty percent.

Using warm water twice means: recapturing heat and water.

As a scientist, Töpfer praises innovative technologies like this one: "It's good to know that private enterprise is thinking far beyond today's bottom line. A company like Hansgrohe that is involved in the water industry in a broader sense is smart to tackle visionary but realistic ideas."

And "visionary and realistic" perfectly describes the latest climate protection innovations from Hansgrohe: the Pontos AquaCycle and HeatCycle. These two products are based on the idea that water and heat can and should be used twice.

Drinking water quality is not required for half of our water needs. For flushing toilets, cleaning purposes and watering the garden, recycled water would do just as well.

Sustainability

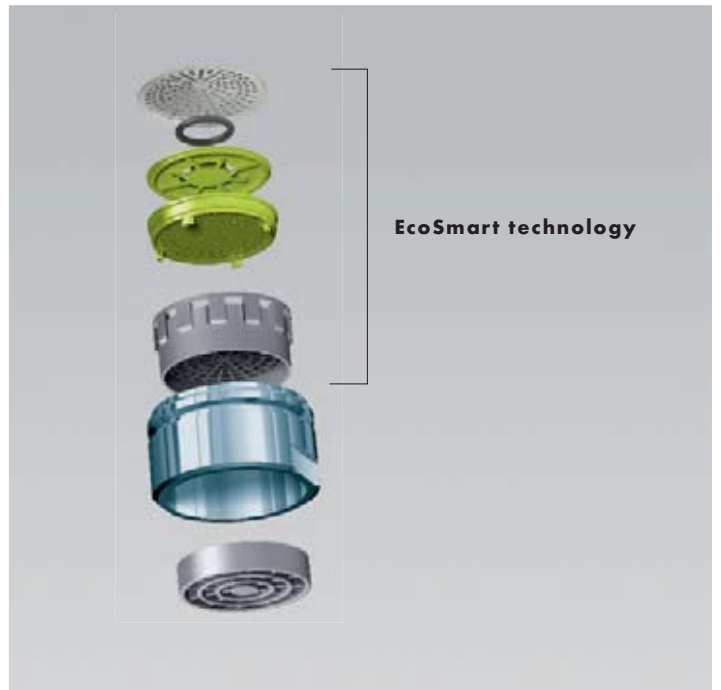


The Pontos AquaCycle first cleans recycled water from the shower or bath with an organic process, and then purifies it enough so that it can be used a second time for flushing the toilet, for example. With Pontos HeatCycle, the heat from the recycled water is also stored for future use, and that means valuable energy savings. Richard Grohe adds: "There's a growing awareness among consumers as well that climate protection starts with how you wash your hands or take a shower. Heat recovery means less energy and less CO₂ emissions – and that's good for all of us."

It also feels great to know you're conserving valuable resources and money every day. Whether under the shower or in front of the basin, now everyone can be reassured they're benefiting themselves and the environment too.



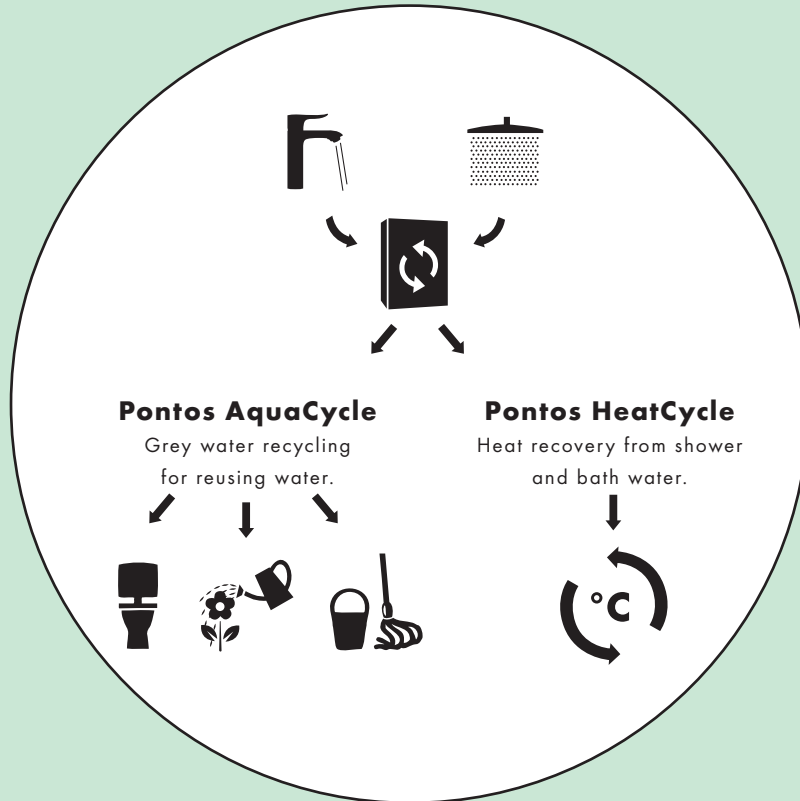
Basin mixer technology.



The integrated precision "O" ring responds flexibly to the available water pressure and maintains the flow rate at a consistently low level.

The Pontos AquaCycle, or the HeatCycle – or both?

Find the technology that's right for you.



Grey water recycling:

Grey water recycling is viable for facilities that generate grey water from shower or bath water and require a large volume of water (for toilet flushing, watering lawns and gardens, cleaning purposes).

Heat recovery:

A system purely for heat recovery works best in facilities that require very little process water, but that use a large amount of warm water for showers – for example in sport centres or swimming pools.

Grey water recycling plus heat recovery:

A combination of both technologies is ideal for buildings that produce a large amount of

grey water and require a lot of process water and heated drinking water. For example housing estates and hotels.

Cleaning up dirty water.

How does it work?

Step 1: Getting rid of the muck. A filter removes large particles like fluff and hair from the grey water.

Step 2: During a two stage biological treatment, microorganisms use oxygen to break down contaminated water.

Step 3: The water is sterilised using a UV light and stored in a process water container for future use.

And if you don't produce enough recycled water to cover your grey water needs, the system automatically tops itself up with drinking water.

Learn the lingo: some useful water saving terminology.

EcoSmart = a technology for using water more efficiently.

Grey water = water from the shower and bath.

Process water = treated grey water that can be used for flushing the toilet, cleaning or watering lawns and gardens.

Pontos AquaCycle = Treats grey water.

Pontos HeatCycle = Recovers heat from grey water that would otherwise be lost.

More detailed information about Pontos products is available online at:

pro.hansgrohe-int.com/pontos

In the Hansgrohe water laboratory, water really takes shape.

Winning awards needs innovative minds. NEWS talks to two Hansgrohe developers who shower for a living: Dr. Andreas Fath and Markus Wöhrle.



NEWS:

Mr. Wöhrle, you're in charge of the water laboratory at Hansgrohe. So, could we call you a 'Stream Researcher'?

MW: Of course, that's what I call myself.

NEWS:

What kind of research can you perform on a stream of water?

MW: Oh, all sorts of things. In the Hansgrohe water laboratory, water really takes shape, so to speak. For example, when you're standing under the shower, the water doesn't just gush down over you. It creates very specific kinds of droplets, depending on the type of shower head and the setting you use. And we've thought long and hard about these droplets. You know, researched them.

NEWS:

Most people wouldn't give shower water a second thought.

MW: Which is fair enough. However, everyone still has their own personal view on what a great shower should be like. The opinion research institute Emnid looked into this for us and discovered that there are four different types of shower personality: the fitness type, the body care type, the quick type and the relaxation type. So every shower personality looks for different qualities in their shower head. In other words, they enjoy different kinds of water. And that's what we're researching at the Hansgrohe water laboratory.

NEWS:

Dr. Fath, what is the role of the head chemist at Hansgrohe?

AF: I'm concerned with the same sorts of things that occupy everyone here at research and development. That is, how to make an enjoyable shower more sustainable and environmentally-friendly.

NEWS:

Isn't that quite simple – just use less water?

AF: Well, it's more complicated than just saving water. First of all, we are responsible for the purity of the water flowing through our shower fittings, and for making sure that only clean water is returned to the environment. We're also trying to reduce the amount of CO₂ produced during showering. For example: let's say the water entering your hot water system is 12 degrees. You heat it to 60 degrees, mix it with cold water while showering to produce your desired temperature of 40 degrees, and it drains away at 28 degrees. So you're effectively losing 12 degrees. We're working on concepts that make use of that energy.

NEWS:

So saving water isn't an issue?

MW: Of course it is! And it's up to us to provide our customers with a shower that doesn't waste water. We design products that enable them to continue enjoying Shower Pleasure, while using less water.

NEWS:

Typically, less water means a less Shower Pleasure. How did you get around this?

MW: By adding air to the water stream. We call this technology AirPower. It reduces water consumption and the aerated water feels even softer on your skin, which is a great side benefit.

NEWS:

So what is it that motivates you in your daily work?

AF: Respect for water.

MW: The challenge of making shower time both enjoyable and sustainable.

NEWS:

And finally, the all important question: which shower personality are you?

AF: Definitely the 'fitness type'.

MW: Probably 'professional', although that particular type hasn't been researched yet!



The Hansgrohe water laboratory – where water takes shape.

Scrubs up a treat.

Say goodbye to detergents with QuickClean.

Some inventions make so much sense, it makes you wonder why they weren't discovered sooner. Like QuickClean, for example. "How can you prevent limescale build-up without using heavy-duty detergents – it's a tricky problem that had kept us busy for quite some time," explains Dr. Andreas Fath. "In the end, the solution was astonishingly simple."

This is how it works: QuickClean consists of small, flexible silicone jets on the shower head, which allow dirt and limescale to be easily rubbed away. What's more, it takes virtually no time at all. "It may not sound like rocket science," says Fath, "but it's often the simplest things that take the longest to figure out."



Why bother scrubbing, when a bit of light rubbing will do the trick: QuickClean technology from Hansgrohe.



AirPower – the Shower Pleasure gets technical.

More than just a lot of hot air.

AirPower technology saves water by mixing air into the water stream.

Typically, a shortage of water makes us think of hardship – not exactly a cheerful image. At the Hansgrohe laboratory, researchers have turned this stereotype on its head by transforming a small amount of water into a whole different experience. The concept is simple: a substantial amount of air is sucked in through the shower's spray disc, which then literally stirs up the inflowing water.

Enriched with air, the water droplets become fuller, lighter and softer. The best part: this amazing shower experience is made possible using a minimum of water.



**Soft water jets:
RainAir.**



**Like warm summer rain:
the Raindance overhead shower.**



The Raindance Select Hand Shower.

Shower culture

The evolution of the perfect shower.

**These days, showering is more enjoyable than ever before.
But it took us a long time to get there. How long? Turn the page to find out.**



**For unparalleled Shower Pleasure:
Raindance.**

Shower culture

A brief history of the shower.

110 years of Hansgrohe,
over 110 years dedicated to water.



The morning shower was unheard of at the beginning of the 20th century.

Many people can't wake up in the morning without a shower. Some need one to wind down in the evening. And others swear there's nothing better than a hot shower after some vigorous exercise. Showering has become an integral part of our everyday lives: the familiar turn of the tap, the gush of running water. However, the humble shower has quite a story to tell. NEWS presents: a brief history of the shower.

The bathroom, that is, a place where people went to wash, has existed since ancient times. In the past this privilege was reserved only for the elite – and even then, bathing was a communal affair. This trend continued into the Middle Ages, when only the nobility were allowed to relax in a tub – set up by servants in a designated room.

The French army first used showers to ensure the hygiene of their soldiers. The Prussian military then adopted the idea, installing large shower rooms in their barracks. Until the second half of the 20th century, city residents still had to visit their local bath house to scrub up. The trend towards private bathrooms in one's home is a much more recent phenomenon. And Hans Grohe himself had a hand in this transformation.

Germany and beyond: the triumph of the shower.

At the beginning of last century, the majority of the population were unable to afford a personal bathroom. That is, until 1928, when Hans Grohe came to realise that a shower is a much cheaper alternative to a bath tub. Throughout the following decades he continued to refine his shower head design, significantly influencing the role of the shower.



**The history of the hand shower –
shaped by Hansgrohe.**



**Today, a household with no shower in the bathroom is unthinkable.
In the past, the opposite was true.**

Hans Grohe became a self-made shower specialist and pioneer of the German bathroom fittings industry. He invented the wall bar, which allows users to easily position the hand shower at their desired height. Today, this product is a standard feature in bathrooms around the world. However, in 1953, it was considered a master stroke of shower design.

His youngest son joined the business in 1968 and is still active in the company today. A real 'green thinker', Klaus Grohe has led the way in matters of environmental protection and sustainability. He is a passionate supporter of water and energy saving products and makes sure the company's manufacturing processes are as green and protective of our resources as possible.

From a trickle to a treat.

Innovations from the Black Forest ideas factory have been making their mark on the global bathroom industry since 1901. Hansgrohe designed and developed numerous products, concepts and solutions that have inspired great progress within the international bathroom fittings industry. Some will be remembered for their ground-breaking effect on bathroom design – and perhaps even for their impact on personal hygiene at large. Today, the bathroom professionals at Hansgrohe make around one third of their turnover from product innovations. Development times and innovation cycles are becoming faster and faster: these days it only takes 12 to 18 months for an initial idea to be transformed into a finished product.

One of their latest developments is the Raindance Select Hand Shower. More impressive than its speedy time to market is the finished product itself: a hand shower

featuring a button that allows you to switch between various spray modes. The Select function allows you to choose the flow type that best suits your mood – RainAir, CaresseAir or Mix.

The Raindance Select Showerpipe features the same impressive array of spray modes. No doubt even Medieval nobility would have braved the queue at their local bath house to experience this shower sensation. Whereas for the soldiers of the French army, the expansive Raindance Rainfall 180 AIR or the Raindance Lift Showerpanel would have probably been best. After all, they were used to showering in the open air and these fittings recreate that sensation.

From overhead showers to thermostats: it's all about the right combination.

A lot of time and energy went into the production of the Ecostat Select, but the developers' effort has well and truly paid off. This innovation is yet another reminder that good design can be both aesthetically pleasing as well as functional. It is without doubt exceedingly elegant – especially for a thermostat. What's really new though, is its storage shelf. The thermostat's flat top surface offers plenty of space for all your favourite shower products.

But it doesn't stop there. With each innovation, Hansgrohe continues to raise the bar and has created a technology of freely combinable elements demonstrating how Hansgrohe is keeping pace with the demands of society for ever greater individualisation. Their bathroom range allows everyone to enjoy their shower, just the way they like it.

The best shower experience with the most sustainable use of water.

If you ask the people at Hansgrohe, they'll tell you that enjoying a shower is even better when you also enjoy a clean conscience. All their new products are designed to save as much water as possible. The technologies that make this a reality are AirPower and EcoSmart, which, unsurprisingly, were also developed by Hansgrohe. They've stayed true to their 'Green Company' philosophy all these years, successfully making showering more environmentally-friendly than ever before. And, thanks to many options, taking a shower has never felt better.

Water's healing powers.

•



Sebastian Kneipp (1821 – 1897)

**"If there is such a thing as the goddess panacea,
then it's most definitely water."**

Johann Siegmund Hahn pioneered the use of hydrotherapy. He rose to prominence in 1750 with his book: "Lessons on the power and effect of fresh water on the human body, particularly with regard to illness, through internal and external use."

Roughly 100 years later, a young philosophy student called Sebastian Kneipp discovered this slim volume in the court library of the University of Munich.

Kneipp had been suffering from lung disease for many years, which had forced him to frequently disrupt his studies. Desperate for a cure, he heeded the recommendations of Dr. Johann Siegmund Hahn

and went swimming in the cold waters of the Donau river – and made a miraculous recovery. Convinced of the healing powers of hydrotherapy, Kneipp developed Hahn's theories further and created 'Kneipp Therapy', with which he achieved worldwide renown.

Around 120 different water applications include everything from sponging, wet compresses to herbal baths and 'Blitzguss', a cold water spray treatment. Many of these procedures can be easily integrated into your everyday routine like, for example, an invigorating gush of cold water after your hot morning shower.

Nature's shower

The best ideas always come from nature.



It feels like standing alone in a lagoon, listening to the gentle sound of falling water: showering with the Raindance Rainfall 180 AIR or the Raindance Lift Showerpanel is a truly memorable experience. The inspiration for these Hansgrohe shower innovations, as the name suggests, is nature itself. Waterfalls are an impressive natural phenomenon. Even though loud and powerful, they're always a source of calm. NEWS went in search of the world's most impressive waterfalls, and who knows: their discoveries may have even fuelled the imaginations of the Hansgrohe developers who came up with the Raindance Rainfall.



Raindance Lift Showerpanel
White/Chrome, # 27008, -400



Raindance Rainfall 180 AIR
Chrome, # 28433, -000
White/Chrome, # 28433, -400



The Tad Fane waterfall in Laos.

The Bolaven Plateau in the Champasak province in Laos is a UNESCO world heritage site. Here, the Champy and Pak Koot rivers meet to form the Tad Fane waterfall, which tumbles down a staggering 120 m drop, creating several smaller cascades in amongst the vibrant green of the surrounding jungle. This stunning performance is unsurprisingly a draw card for visiting tourists.

But for those in the know, nothing beats the enormous waterfall at Wells Gray, Canada. Those who venture into this virtually untouched region are rewarded with breathtaking landscape that unites forests, mountain lakes, waterfalls and volcanoes. It is home to black bears, grizzlies, wolves, coyotes and mountain goats, and of course the spectacular 137 m high Helmcken Falls – a gigantic, thundering natural wonder.



Helmcken Falls in Wells Gray National Park in British Columbia, Canada.



Shower Pleasure

For those who want more. From those who know best.

**Highlights from the new
Hansgrohe range. Here they are:
the 2011 shower trends.**



Hands-on Shower Pleasure



Raindance® Select Hand Shower 150

The Raindance Select Hand Shower 150 gives 'Shower Pleasure' a whole new meaning. The new Select function allows you to switch effortlessly between three different spray modes: RainAir, CaresseAir and Mix.

Chrome, # 28587, -000

Chrome, EcoSmart, 9 l/min, # 28588, -000



Raindance® Select Hand Shower 150 White/Chrome

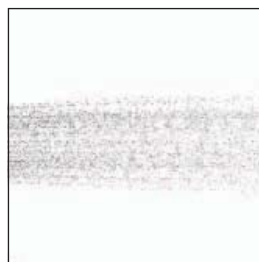
Variable spray modes are just the beginning – you can also change the entire look of your shower head. Available in white and chrome, the Raindance Select is sure to suit every bathroom style.

White/Chrome, # 28587, -400

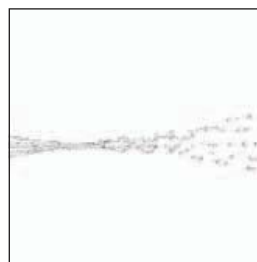
White/Chrome, EcoSmart, 9 l/min, # 28588, -400



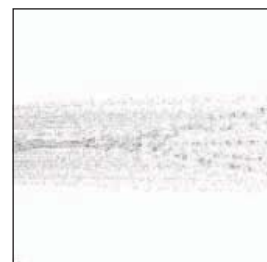
A simple click is it takes to change the spray mode:
Select.



Soft and subtle like a gentle rain shower:
RainAir.



Invigorating, powerful massage jet:
CaresseAir.



A powerful mixture of the two:
Mix.

Shower elegance



Ecostat® Select Shower Thermostat

The Ecostat Select unites exquisite design with a great idea. Not only can you individually adjust the temperature and water flow, it also provides convenient storage space. Its flat surface has plenty of room for your shower products.

Chrome, mirrored chrome shelf, # 13161, -000

Chrome, white shelf, # 13161, -400



Ecostat® Select Bath Thermostat

Think it couldn't get any better? Think again. The Ecostat Select also comes in an extended version for the bath, available in chrome or white/chrome. Sophisticated elegance, no matter which way you look at it.

Chrome, mirrored chrome shelf, # 13141, -000

Chrome, white shelf, # 13141, -400



Simple symbols for intuitive operation.



The large handle is easy to adjust.



The glass surface creates a shelf for storing shower products.



EcoSmart limits the flow rate to 10 l/min.

Total Shower Pleasure



**Raindance® Select
Showerpipe 360 shower**

It's not just the Raindance Overhead Shower. It's not just the Raindance Select Hand Shower 150. And it's not just the Ecostat Select. It's the perfect combination of all three, which unite to provide an unbeatable Shower Pleasure.

Chrome, mirrored chrome shelf, # 27112, -000

Chrome, white shelf, # 27112, -400



**Raindance® Select
Showerpipe 360 bath**

This impressive combination is also available with a bath spout.

Three sources of water, for a shower that's three times more enjoyable.

Chrome, mirrored chrome shelf, # 27113, -000

Chrome, white shelf, # 27113, -400



Shower combinations



Raindance® Select Showerpipe 300

If you like shapely curves, you'll love the stylishly rounded shower head on the Raindance Select Showerpipe 300, in combination with the Ecostat Comfort and the Raindance Select Hand Shower.

Chrome, # 27114, -000



Raindance® Select Showerpipe 240

The Raindance Select Showerpipe 240 features the same classic round design and is slightly smaller, but still provides plenty of Shower Pleasure. It comes with the Ecostat Comfort and Raindance Select Hand Shower.

Chrome, # 27115, -000

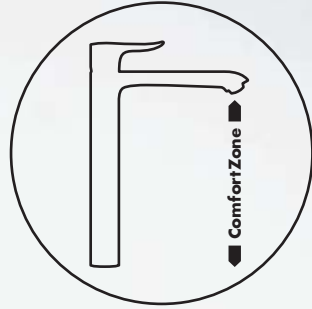




Practical

Introducing the ComfortZone.

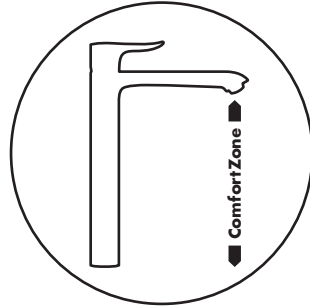
Gertrude Stein once said "a rose is a rose is a rose."
When it comes to bathrooms, those who believe
"a tap is a tap is a tap" are in for a pleasant surprise.



Practical

Good design goes a long way.

Don't get the wrong impression: the designers at Hansgrohe were less interested in the height of the basin mixers, than in the space created beneath them. A small but significant distinction.



A basin mixer plays so many roles in our day-to-day lives: it's a handy tool, a problem solver and, unfortunately, sometimes a problem itself. If you have ever tried filling a tall vase using a low basin mixer, you will have experienced the frustration of having to hold the vase at an angle to fill it, only to lose half the water upon righting it. Not only is it a nuisance, it's a waste of water.

Enter the product designers. They're the ones thinking proactively about these kinds of problems, while most other people

simply think "someone really ought to do something about this". And it was exactly this problem that the designers at Hansgrohe had in mind when they developed the Metris, Talis and Focus product lines. They worked out how high a basin mixer must be to provide adequate space for a range of different uses.

And now, this space has a name – the ComfortZone. It is the space between the basin and the mixer that can be used to wash your hands or your hair, to fill a drinking glass or a ten-litre bucket.

Each application requires a different amount of space, and the Metris, Talis and Focus lines now allow you to select the ComfortZone that best suits your needs. Use the Hansgrohe configurator at pro.hansgrohe-int.com/comfortzone to work out which product is right for you.



Metris 260



Metris 230



Metris 200



Metris 110



Metris 100



The Metris line of mixers is distinguished by its reduced design.

(Metris 260 behind a free-standing countertop basin.)

Style guide

Bathroom mixers with style.

Metris is defined by its striking contours and modern design. This distinctive product range best compliments a subtle, reduced bathroom aesthetic and will leave plenty of scope for your own creativity. Whether you'd prefer a bathroom filled with coordinated design classics or a mix of different eras: the Metris product range makes a fitting addition to every bathroom.

NEWS has prepared a few examples to illustrate the many moods of Metris.



The reduced design provides a greater sense of space.



The Metris look: clear contours to compliment every bath.

**Find the style and system that's perfect for your home at
pro.hansgrohe-int.com/configurator**

Service

What does your dream bathroom look like?

Use our guide to find the fittings that are right for you.



A place of simple tranquillity.
(Metris 200 on countertop basin.)



The linear design does away with ostentatious details.
(Metris 110 on built-in basin.)



Simplicity has never been so expressive: Metris 100.
(Metris 100 on hand basin.)



The art of omission.
(Metris 230 on basin.)

Metris®



Metris 260

Single lever basin mixer
Chrome, # 31082, -000



Metris 230

Single lever basin mixer
Swivel spout
Chrome, # 31087, -000



Metris 200

Single lever basin mixer
Chrome, # 31183, -000



Metris 110

Single lever basin mixer
Chrome, # 31080, -000



Metris 100

Single lever basin mixer
Chrome, # 31088, -000

Talis®



Talis 250

Single lever basin mixer
Swivel spout with rotatable spout
Chrome, # 32055, -000



Talis 150

Single lever basin mixer
with rotatable spout
Chrome, # 32052, -000



Talis 80

Single lever basin mixer
with rotatable spout
Chrome, # 32053, -000



Talis S²

Single lever basin mixer
Chrome, # 32040, -000

Focus®



Focus 240

Single lever basin mixer
Swivel spout
Chrome, # 31609, -000



Focus 190

Single lever basin mixer
Chrome, # 31608, -000



Focus 100

Single lever basin mixer
Chrome, # 31607, -000



Focus 70

Single lever basin mixer
Chrome, # 31730, -000

Trends

Thinking beyond forward thinking.

Hansgrohe has created an entirely new look with its PuraVida® product range.
As this celebrated line continues to grow, so too will your ComfortZone.



reddot design award
winner 2009



PuraVida 110

Single lever basin mixer

The PuraVida 110 is an example of exceptional refinement. Perfect for adding a sophisticated touch to your wash basin or guest bathroom.

Chrome, # 15070, -000

White/Chrome, # 15070, -400



NEW

PuraVida 200

Single lever basin mixer

This newcomer's design is so subtle, it will seamlessly complement your bathroom style: the PuraVida 200 single lever basin mixer.

Chrome, # 15081, -000

White/Chrome, # 15081, -400



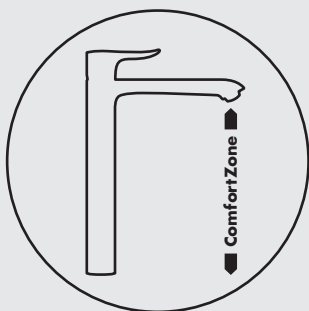
PuraVida 240

Single lever basin mixer

So elegant, so sublime, so free: the PuraVida 240 features the largest ComfortZone and a captivatingly elegant design.

Chrome, # 15072, -000

White/Chrome, # 15072, -400



DESIGN



NEW

PuraVida Basin mixer for wall mounting, 225 mm

This new wall mixer is the logical extension of the PuraVida concept. Directly mounted on the wall, it represents yet another exquisite expression of PuraVida design.

Chrome, # 15085, -000

White/Chrome, # 15085, -400



NEW

PuraVida 3-hole Bath mixer

An ideal combination of single lever mixer, bath spout and hand shower: for filling the bath and simple adjustment of water temperature.

Chrome, # 15432, -000

White/Chrome, # 15432, -400

32

From the bathroom, to the kitchen.

Doing the dishes will never be as much fun as taking a shower, but with Hansgrohe kitchen mixers – either in chrome or stainless steel – you can now at least clean up in style.



PuraVida Electronic kitchen mixer

(Pictured here in stainless steel)

Chrome, # 15805, -000

Stainless steel, # 15805, -800



PuraVida 2-hole Single lever kitchen mixer

Chrome, # 15812, -000

Stainless steel, # 15812, -800



Focus Single lever kitchen mixer

Chrome, # 31820, -000

Stainless steel, # 31820, -800

Eleven years of flexible installations.

Eleven years ago, Hansgrohe developed the iBox® universal, a concealed system compatible with the full range of Axor and Hansgrohe products. By concealing the mixers in the wall, the iBox universal helps create the space you need. It is the only basic set compatible with all Hansgrohe standard fittings and thermostat solutions, regularly achieving outstanding results in professional tests.



iBox universal. A revolution in concealed fittings.

Accessible design.

Growing demand for functional solutions in care facilities and hotels has moved Hansgrohe designers to develop the refined, geometric Talis into special range. The long handles allow easy handling for disabled and elderly users. Talis Care products are available for bath tubs, showers and basins.



Talis Care Bath mixer

Chrome, # 32441, -000



Ecostat® Comfort Care Shower thermostat

Chrome, # 13117, -000



Talis Care Single lever basin mixer

Chrome, # 32035, -000

Online

Hansgrohe interactive.

Interactive media makes planning your new bathroom so much easier.
NEWS reveals the best applications for finding the right fittings.



Consult your iStylist.

Wondering how the award-winning PuraVida product line would look in your own bathroom? Use the Hansgrohe@home iPhone app to find out. Simply take a picture of your wash basin using your camera phone. Use your finger to mark and delete your current mixer and it will automatically be replaced by a new PuraVida product. It's available now at pro.hansgrohe-int.com/iphone



And while you're online, check us out on Facebook and Twitter for the latest news, competitions (like the Calendar Creativity Test, which challenges people to come up with the funniest captions they can for the 2011 Hansgrohe calendar), trade fair and event dates, and so much more. Curious about what goes on at Hansgrohe? Go to facebook.com/hansgrohe and add us to your friends to receive regular updates. And for all our breaking news, simply follow us at

twitter.com/hansgrohe_pr. That way, you'll always be in the know when it comes to great shower and bath design and water-saving technologies.



Make every drop count – the online savings calculator.

Saving water helps protect the environment and lower energy consumption – and clever Hansgrohe innovations like EcoSmart technology inside the shower head allow you to save water without sacrificing the enjoyment of a luxurious shower. And most importantly: saving water means saving money. Discover your potential savings using our online calculator at pro.hansgrohe-int.com/savings-calculator



The perfect bathroom is just a click away.

The virtual shower planner at hansgrohe-int.com allows you to configure your ideal shower one click at a time. Rain showers, shower systems, hand showers, side showers – find out which kind of shower is right for you and your bathroom at showerguide.hansgrohe.com/int/

Ten things you might not have known about water.

Water is a precious liquid used for washing. Everyone knows that. But is that really where the story ends?



1.

The Blue Planet gets its blue colour from the approximately 1.4 billion cubic kilometres of water covering its surface.

2.

The word 'water' derives from the Old High German term 'Wazzar', meaning 'moistness' or 'that which flows'.

3.

For every 130 litres of water consumed per person, per day, 90 litres will disappear down the drain.

4.

By not turning off the tap entirely, you risk wasting up to 45 litres of water in a single day.

5.

Farming consumes nearly two-thirds of the world's water reserves.

6.

However: German farmers have successfully managed to reduce their water use by 70 percent since 1991.

7.

In developing countries, over 80 percent of wastewater is released untreated back into the environment.

8.

13 litres of water are required to farm a single tomato.

9.

16,600 litres of water are required to manufacture a single PC.

10.

Starting around 600 BC, the Chinese considered water one of the naturally-occurring elements. This misconception persisted into the Middle Ages.

Let the water games begin!

Hansgrohe is an official partner of the 2012 German Olympic team.

There's nothing like competitive sport. You sweat. You groan. You give it your all. And then, when the match is over, you step under the shower and all is well with the world. Next year, the German Olympic team will enjoy the refreshing sensation of a PuraVida shower courtesy of Hansgrohe. Our athletes are destined for gold – or at least the glory of a luxurious shower after a hard day's work.



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For more information about the world of Hansgrohe, visit hansgrohe-int.com

For expert advice on how to design your ideal bathroom, please contact our retail and installation partners. Please note that this magazine only presents a selection of our product range. You can browse our entire range online at pro.hansgrohe-int.com/new-products

Find your nearest retailer using the dealer locator at pro.hansgrohe-int.com/sales-worldwide



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