

HANSA K/BIS 2009 Highlights

Visit us at this year's Kitchen and Bath Industry Show at the Georgia World Congress Center in Atlanta, Georgia (May 1 - May 3, 2009).

KWC AMERICA Booth# B2234, Hall: B3



HANSA – internationally renowned brand

Founded in 1911 in Stuttgart, Germany, Hansa has evolved into the world-renowned leader in the kitchen and bath industry. For nearly a century, the family-owned and operated company has demonstrated a passion for uncompromising quality in technology, production, innovation, design and service.

Hansa continuously delivers high-quality products and sets impressive industry-wide standards in the process. For instance, in 2008, Hansa accomplished an unprecedented feat by being elected

the No. 1 Plumbing Trade Partner and receiving Germany's prestigious 'markt intern' award for the 16th consecutive time.

The German Plumbing Trade organization, an independent trade information service, only grants the prestigious 'markt intern' award every two years after conducting a survey amongst retailers and trade professionals in the plumbing industry.

Hansa appointed a team of world-class designers who can build upon the company's leading edge: Bruno Sacco, Reinhard Zetsche, Michael Lammell and Bertrand Illert.

It's the company's astute decision to partner with the first class professionals which continuously design products with award-winning success. Being able to separate form from function, aesthetics and craftsmanship are of equal importance to the designers. In fact, their finesse with design is attributed to their desire to improve objects in both a functional and aesthetic way. When they joined forces with Hansa, they aspired to improve upon the world of kitchen and bath faucets.

Each of the designers, who are undeniably talented in their own unique right, brings something special to the team, where they create truly one-of-a-kind faucets and shower systems. Since their partnership began, the dynamic group has produced some of the most imaginative and revered creations the kitchen and bath faucet industry has seen to date.

What's more, the team's quest for excellence isn't shy on green initiatives either. Their designs are environmentally sustainable, and lend themselves to improved water efficiency, as evidenced by Hansa's partnership with the EPA's Water Sense program.

These talented masterminds are behind some of Hansa's most prominent creations, including the internationally-awarded **HANSAMURANO** (2003), **HANSACANYON** (2005), **HANSAMOTION** (2005), **HANSASTECLA** (2007), and **HANSATEMPRA STYLE** (2009).

Steadfast in their pursuit of excellence, Hansa continues to make strides in awe-inspiring creations that meet homeowners' increasingly sophisticated needs. The company enthusiastically maintains its aggressive posture in technology, originality, and quality-driven efforts, thereby keeping them at the forefront of kitchen and bath design.

HANSA announces new product additions

Homeowners can express greater personal style with Hansa

Hansa is expanding its collection of the HANSA brand shower program with several new developments. Customization and personalization are easier than ever with the new introductions.

Equipped with decades of proven quality and market leadership, Hansa is fluent in providing unrivaled experiences for consumers. Their thermostat product developments supplement the HANSA Collection of Styles and enable homeowners to create shower systems that speak to their personal style.

HANSA Collection of Styles



HANSASTECLA



HANSAFORM



HANSASTYLE



HANSACLASSIC

To compliment a wider array of customization needs for today's homeowner, new **HANSAFORM**, **HANSASTYLE**, and **HANSACLASSIC** shower heads are available in two finishes, chrome and brushed nickel. And the corresponding shower system components, previously only available in chrome, are now offered in brushed nickel as well.

These recent developments are featured in a newly published HANSA Shower Systems Price Book Addendum 2009. The addendum includes a convenient guide displaying the scope of HANSA thermostat and pressure balance shower systems for the products within the HANSA Collection of Styles.

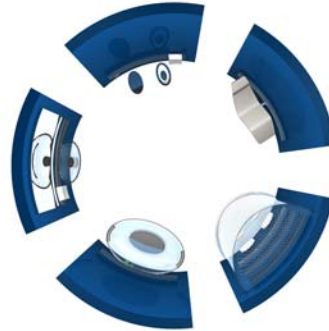


HANSACOLOURSHOWER



HANSASMARTSHOWER

Enhancing their world-renowned thermostats, the Hansa product line now includes the **HANSATWISTER** exposed thermostat, which can be fitted to both the sensuous, spa-like **HANSACOLOURSHOWER** as well as the refined and intelligent **HANSASMARTSHOWER** systems.



**Experiencing water in 2009:
The future of the bathroom has begun**

**A presentation of the new bath products of Hansa's corporate office
Hansa Metallwerke AG in Stuttgart, Germany.**

The latest additions to Hansa's extraordinary portfolio were developed as a result of the company's recent study on bathrooms of the future. The insightful report, titled the 'HANSA Innovation Circle,' shed new light onto Hansa designers and propelled them to develop the most contemporary products to date.

Exhibited during this year's Kitchen and Bath Industry Show (K/BIS) at the Georgia World Congress Center in Atlanta, Georgia, the new developments are manifestations of futuristic bathrooms. The innovative solutions incorporate extensive market analysis and trend research evaluating consumer needs and preferences.

The new styles – **HANSALATRAVA**, **HANSAFORSENSES**, **HANSADESIGNO**, **HANSASMARTSHOWER**, **HANSATEMPRA STYLE**, and **HANSAMINACOR** – address the needs of homeowners in a chic, yet technologically advanced capacity.



HANSALATRAVA

With its sculptural profile, the **HANSALATRAVA** sets new records in attractive home surroundings and celebrates Hansa's new focus on architecture in the design process. Representing a new archetype in bold design, the awe-inspiring faucet transcends limits and enables water to be experienced in ways like never before. The spectacular water effect, however, is achieved by sophisticated distribution rather than volume of water. Water consumption remains at a low level with the **HANSALATRAVA**. Due to the uniquely angled **HANSALATRAVA**, water flows out in the form of a 'curtain,' with the aid of a specially-developed jet former and complex water guidance system. And beyond the impressive aesthetic value, the faucet is also user-friendly, featuring an advanced integrated panel with an LED that indicates the water's temperature.



HANSAFORSENSES

Surpassing mere functionality, the **HANSAFORSENSES** appeals to the senses of sight, sound and scent. The **HANSAFORSENSES** symbolizes a new generation of bathing experiences that satisfy the desire for unique, personal, and sensual experiences with water. Evocative of a spa-like experience, light, aroma and sound modules heighten the bathing experience to new levels. Depending on bathers' preferences, a light color can be selected that corresponds to their mood. Similarly, various scents can induce a sense of vitality or rejuvenation. And a range of sounds can add to the ambiance. With 'wet-touch' technology, the shower system is convenient and easy to use. Installed as in-wall fittings, the **HANSAFORSENSES** can be universally fitted, simply and safely.



HANSADESIGNO

The future of the prominent **HANSADESIGNO** has arrived with an invigorated appearance, enhanced functions and innovative variants. The popular style recently underwent a redesign, with an emphasis on modernization. The visually rejuvenated product features a slimmer body

and spout, and maintains its original precision-based design roots and timeless character. To satisfy consumers' personal style and individuality, the **HANSADESIGNO** offers an array of design options. One of the distinguishing traits included in all versions is the new flat-topped lever, which is now available in classic chrome or with the option of an insert in either black or white glass. The **HANSADESIGNO** offers maximum functionality and visual appeal.



HANSASMARTSHOWER

With the newly integrated applications of the **HANSASMARTSHOWER**, including the body spray, hand and head shower, the technologically advanced shower of tomorrow has arrived. The ability to switch between various shower heads and water stream settings has also been integrated for a

unique shower experience. Other recent changes include safety glass for the front panel in mirrored or anthracite-colored variants. With these improvements, the **HANSASMARTSHOWER** adds a touch of luxury to everyday.



HANSATEMPRA STYLE

The **HANSATEMPRA STYLE** introduces a new generation of thermostats that continue to further advance Hansa's intelligent technology. The surface-mounted thermostat with smart functions, exemplifies Hansa's design-savvy aptitude. Rather than using the common cylindrical shape for the thermostat, Hansa created a 'droplet form.' With improved comfort, the new droplet shape combines the features of a slim cylinder and rectangular prism. And with heightened sophistication, the functions now appear on the handles, facilitating a convenient and easy experience. The slender two inch body imparts elegance, while offering practical benefits. Because the hot water paths are so short, the full brass body cannot heat up, thereby protecting

users from scalding. The water temperature is indicated on the handle and can be pre-set for maximum comfort.



reddot design award
winner 2009

And due to its exclusivity, the **HANSATEMPRA STYLE** received the 2009 “red dot” award for product design. This internationally-renowned award celebrates outstanding manufacturing quality and trendsetting design, which are hallmarks of Hansa’s products.



HANSALATRAVA/HANSAMINACOR



HANSACANYON/HANSAMINACOR



HANSAMURANO/HANSAMINACOR



HANSADESIGNO/HANSAMINACOR

HANSAMINACOR

Complementing their variety of styles and unique solutions, Hansa introduces an additional component for the bathroom that speaks to individuality in even more ways. The **HANSAMINACOR** washbasin, created by a thermal breakdown of the mineral composite MINACOR, opens up possibilities that were previously improbable with similar materials. It also surprises with a velvety and pleasantly warm surface and has excellent functionality properties. Homogeneous, nonporous and resistant to commercial chemicals, this material is an ideal for application in any environment. Cleaning is made easier with its unique surface properties. Standard household products can easily remove scratches and stains.