

## Press Release



### **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.**

**NORCROSS, Ga. (April 2009)** – 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 unit, 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 shower and shower head, 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. 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.

## **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.

In creating the design solutions for the 'HANSA Innovation Circle,' research, advancement and responsibility for the future were key driving forces behind Hansa, in conjunction with NOA Design. For more information, call 678 334 2121 or visit [www.hansa.us.com](http://www.hansa.us.com).

## **About HANSA**

Based in Germany, Hansa is part of the HANSA group and is world-renowned for its innovative and groundbreaking designs in the kitchen and bath industry. For nearly 100 years, Hansa has been dedicated to global development of its family-owned and operated business.

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