



News Release: KWC AVA for the bath

A company of the HANSA group



KWC AVA with COOLFIX: Saves hot water without sacrificing convenience.

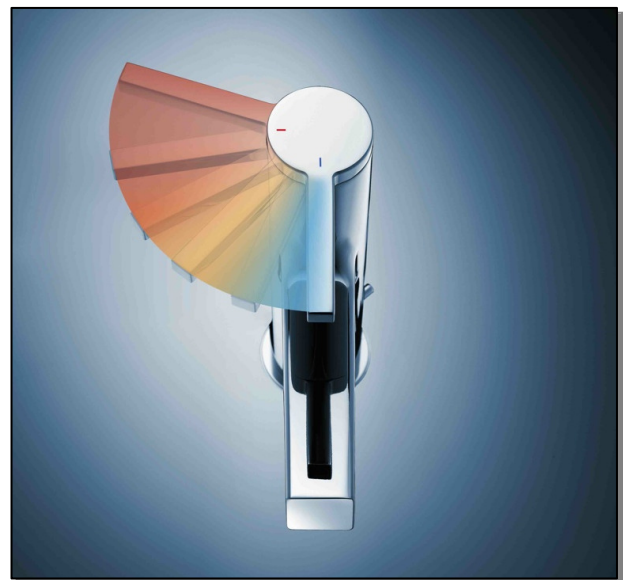
FOR IMMEDIATE RELEASE
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KWC AVA COOLFIX: The smart, simple way to save water and energy

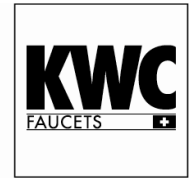
NORCROSS, GEORGIA — The new [KWC AVA](#) single-lever basin faucet with COOLFIX technology offers an ingeniously simple way to save energy without sacrificing comfort or convenience.

The standard setting of the operating lever of a single-lever faucet is straight ahead; that is, in the “six o’clock” position. With most such faucets, lifting the lever brings a mix of hot and cold water, even if the user neither needs nor wants warm water. If the consumer prefers only cold water, he or she must rotate the handle to the far right, potentially wasting water and energy in the form of heated water going down the drain, unused.

With KWC’s award-winning COOLFIX technology, the six o’clock middle position has been designed “full cold,” so that no hot water is delivered in this setting. This, in turn, saves energy each time the faucet is activated. The only way to draw warm water — and use energy — is to rotate the lever clockwise and away from the middle position (photo right), which is where most consumers — for aesthetic reasons — prefer to keep the lever when the faucet is not running.



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Currently available only on the new KWC AVA lavatory faucet, the KWC COOLFIX technology was awarded the Innovation Prize in October 2010 from the Swiss magazine [Hauser modernisieren](#). The KWC AVA basin faucet also incorporates the Neoperl® Caché® aerator, which reduces water flow to 1.5 gallons per minute (gpm), a 40 percent savings over conventional 2.5 gpm faucets, but — once again — without sacrifice to user comfort.

“At KWC, environmentally aware use of energy and water is an important concern for us,” explains Roland Gloor, CEO of [KWC AG](#) in Unterkulm, Switzerland. “But the focus is not on complex technology that is prone to frequent failures, but rather on fully developed systems and simple mechanisms that help our customers handle water and energy with care on a daily basis, while also ensuring the greatest comfort.”

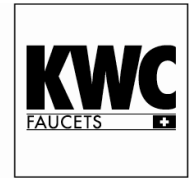
Comprehensive collection

The new basin mixer with COOLFIX and ceramic disc technology is part of the new KWC AVA faucet and shower range for the bathroom, introduced by the Atlanta-based KWC AMERICA this spring. The comprehensive collection also encompasses a tall basin faucet for vessel sinks, as well as a bathtub spout, overhead showers, a hand shower and a sliding wall bar; shower trim kits for either thermostatic and pressure balance valve applications; and an assortment of rough-in components and complementary accessories.

Designed for contemporary and transitional décors, KWC AVA offers slender geometric forms and surfaces that make a striking impression while operating in a smooth and graceful fashion. But the slim proportions and cubic contours of the faucets are also equipped with the latest technology and designed to offer years of reliable service with minimal maintenance.

Among the many captivating features of the two KWC AVA basin faucets are their flat handles, each based on a unique and innovative lever-operating principle with a concealed lifting mechanism (see photo, first page). The handle lifts and turns in a single movement, delivering a completely new and different feel to activating a faucet: effortless, harmonious, and logical.

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List pricing on selected products

Manufactured by KWC in Unterkulm, Switzerland, the KWC AVA bath collection is available in both chrome and in KWC's proprietary splendure™ stainless steel finish.

- KWC AVA Single-Lever Basin Faucet with COOLFIX: \$650, chrome finish; \$980, splendure finish. Both include the pop-up assembly.
- KWC AVA Single-Lever Basin Faucet (tall): \$780, chrome; \$1,175, splendure; pop-up assembly not included.
- KWC AVA Overhead Shower (ceiling mount): \$815, chrome; \$1,275, splendure.
- KWC AVA Overhead Shower (wall mount): \$815, chrome; \$1,275, splendure.
- KWC AVA Hand Shower: \$85, chrome; \$130, splendure.
- KWC AVA Sliding Wall Bar: \$175, chrome; \$250, splendure.

For more information, including a downloadable copy of this press release in different formats as well as hi-res images of KWC AVA models, please visit: <http://kwc.oreilly-depalma.com/2011/AVA.shtml>

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ABOUT KWC

KWC, a Swiss company and part of the HANSA group, is a leading supplier of luxury kitchen and bath faucets, shower systems and accessories in North America. For more than 130 years, KWC has defined Swiss Excellence and is proud to be the first faucet manufacturer in Switzerland to receive the ISO 9001 Quality Assurance Certificate. That KWC faucets are still designed and manufactured in Switzerland is our guarantee of the expertise and skill of the workforce, the constant refinement of tried-and-tested technologies and a consistently high-quality product. For more information, visit: www.kwc.us.com. Or call: 678.334.2121.

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