

Press release: KWC SIN

A company of the HANSA group



KWC SIN with highflex spring hose (left)
and pull-down spray

FOR IMMEDIATE RELEASE
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KWC SIN: Sensual Design + Sensible Functionality for the Kitchen

NORCROSS, GEORGIA (MAY 17, 2011) — Few places provide as rich a sensorial experience as the kitchen: here is where tantalizing aromas beguile, worlds of flavor emerge, ingredients and delicacies entice one to touch and to taste. With KWC SIN, this culinary realm is enriched by yet another seductive feature: a new series of kitchen faucets whose stylish designs and functional versatility stimulate your senses as much as they appeal to your good sense.

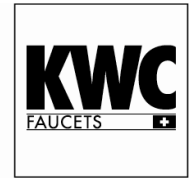
Innovative, User-Friendly Technology

Created by Michael Lammel of the NOA Design Studio in Aachen, Germany, the new KWC SIN kitchen faucet series offers four different, ADA-compliant models built on the same basic pedestal shape that is reminiscent of the classic Bordeaux bottle. Combining stylish design with functional versatility to suit different tastes and work requirements in the modern American kitchen, each model can be swiveled through 360 degrees, permitting the greatest possible freedom of movement.

- KWC SIN with a **swivel spout** offers maximum clearance for all types of cookware, even large pots and pans.
- KWC SIN with a **pull-down aerator**, which is integrated almost invisibly into the hose guide inside the slender curved spout, provides a practical option for quick rinsing.
- KWC SIN with a **pull-down spray**, which can extend more than 19 inches from the 360-degree swivelling spout, functions smoothly without any hose coiling under the sink.

The fourth iteration is the most innovative of all —

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- KWC SIN with a **patented highflex® spring hose** unites two innovative functions: an adjustable dual-jet spray and a swivel spout with a pivot range of a full 360 degrees. The principle is simple and logical:

Swivel spout: When the spray is positioned in the holder, it can be pivoted in a full circle and used with one of two sprays: a Neoperl® jet and a fine spray. The diverter button on the head permits easy switching from one spray to another.

Spray and highflex spring hose: When the spray head is removed from the holder – which can then be pivoted away for easier faucet operation – the highly flexible spring hose offers an unexpected range of movement. But in whatever direction it is used, the silver-gray hose unfailingly returns to its original position, thanks to its proprietary material composition. This feature will not only maintain a more attractive overall look, even after years of heavy use, but it will also keep the hose from getting in the way of work around the sink.

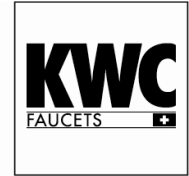
Quality Swiss Design

Manufactured by KWC in Unterkulm, Switzerland, KWC SIN is available in both chrome and splendure™ stainless steel finishes. Its flat operating lever can be positioned on the right, on the left or at the front. All four models are available with a corresponding soap dispenser: an ideal ensemble in terms of both form and function.

KWC SIN is function and emotion, architecture and design, the present and the future. Sculptural design details and precisely refined forms lend the entire range elegance and fascination. Starting from the basic geometric shape, its seamless and flowing transitions result in a sensual whole that not only maximizes aesthetic appeal, but also facilitates easier cleaning.

The focus is on sensible solutions, right through to its sustainability and environmental features, including a flow rate of 1.8 gallons per minute. As a consequence, KWC SIN evokes a wealth of positive emotions, making it a source of wonder and pride in anyone's kitchen, day after day.

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List Pricing

- KWC SIN with highflex spring hose: \$1,220 in chrome; \$1,760 in splendure stainless steel.
- KWC SIN with pull-down spray: \$890; \$1,150.
- KWC SIN with pull-down aerator: \$850; \$1,125.
- KWC SIN with swivel spout: \$790; \$1,075.
- Soap dispenser: \$375; \$565.

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

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ABOUT KWC

KWC is part of the HANSA group and is currently 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. For more information, visit: www.kwc.us.com. Or call: 678.334.2121.

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