

Press release

A company of the HANSA group



## The future is now

### A presentation of the new products of KWC AG in Unterkulm, Switzerland

**NORCROSS, Ga. (April 2009)** – Demonstrating their awareness of homeowner preferences, the latest products from KWC are manifestations of future concepts. These comprehensive concepts are an integral part of 'HANSA's Innovation Circle' study. The aim of the study performed by Hansa and NOA Design is to find integrative product solutions based on a comprehensive and forward-looking perspective. Conducted in conjunction with NOA Design, the most recent developments seen in the KWC product lines signify innovative styles, technological advancements and responsibility for the future. Innovative combination of technologies and functions are shifted into focus. This corresponds with the changing requirements and requests on the part of users.

Introduced at this year's Kitchen and Bath Industry Show at the Georgia World Congress Center in Atlanta, Georgia, the KWC products shown in the 'Innovation Circle' represent ultramodern solutions created to meet consumers' needs.

Comprised of four technologically-driven product extensions – KWC ONO lightpin, KWC ONO highflex™, KWC EVE, and KWC SUPRIMO – the product innovations represent progressive product developments that were once mere ideas.

#### **KWC ONO lightpin**

With the KWC ONO lightpin's use of LEDs to indicate water temperature allows users to experience water naturally, while protecting them from scalding. In demonstrating their attention to detail and dedication to safety, the recent supplement to the KWC ONO family maintained its



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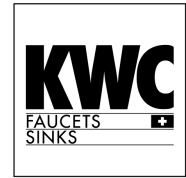
signature look – the specially hardened surgical stainless steel lever. However, the new lever includes a sensor that responds to touch and indicates water temperature. Equipped with Colorflow, based on LED technology, a colored signal is emitted from the lever, which indicates the water's temperature. And, once the water's temperature exceeds 113°F, a red warning light begins to flash and stops only when the water temperature recedes. After each use, the temperature display remains active for 60 seconds. As a mark of its distinction, the KWC ONO lightpin received the prestigious "red dot" design award in 2008, as well as the Design Plus prize in 2009.

### **KWC ONO highflex™**

At the forefront of modern design, the internationally awarded KWC ONO highflex™ provides a mix of superior functionality and stylish design. To meet a greater range of installation requirements, the performance-oriented faucet is now available in a 3-hole solution. An ideal choice for the semi-professional kitchen, the KWC ONO highflex™ successfully combines simple, elegant design with a professional pull-out spray head featuring unprecedented flexibility. The highflex™ hose is easily operated and immediately returns to its original position after use.

### **KWC EVE**

A shining star in kitchen design, the award-winning KWC EVE continues to impress with its subtly illuminated stream of water, thanks to the LUMINAQUA® Advanced Light Technology. With the push of a concealed button, the powerful and long-lasting, transparent LED light ring, integrates with KWC EVE's pull-out spray from the slender swivel spout. To date, the KWC EVE has only been available in chrome or stainless steel finishes. However, with the addition of two new finishes – glacier white and black chrome-plated – the KWC EVE is prepared to meet the style demands of today's modern home, while addressing the functional needs of the home chef. The black finish suggests a stylish, noble appearance, while the glacier white finish evokes purity and clarity. With the new finishes, the KWC EVE offers additional creative flexibility when designing contemporary kitchens.



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## **KWC SUPRIMO**

A faucet with minimalist appeal, the KWC SUPRIMO offers unsurpassed quality, endurance and comfort. The updated KWC SUPRIMO features LUMINAQUA® Advanced Light Technology, making cooking entertaining and simplifying cleaning. With agreeable proportions and stainless steel housing, this classic KWC design is now offered in a 2-hole solution, allowing installation in a wider variety of sinks. In the 2-hole version, a single lever operates with a 360 degree radius, and a pull-out spout that permits improved flexibility.

## **KWC soap dispensers**

Beyond the recent product extensions, new soap dispensers have been introduced as a practical addition for homeowners. Designed to complement the appearance of the KWC ONO, KWC SUPRIMO and KWC EVE, the soap dispensers represent the company's emphasis on modernization and keen attention to detail.

For more information on KWC AMERICA, call 678 334 2121 or visit [www.kwc.us.com](http://www.kwc.us.com).

## **About KWC**

KWC is part of the HANSA group and is currently a leading supplier of luxury kitchen and bath faucets, sinks, 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.

## **Media Contact**

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