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KWC AMERICA FURTHER EXPANDS INTO THE MID-ATLANTIC Heinig and Associates Now Represents KWC and Hansa Products

YORKLYN, Del. (March 2008) – Broadening its reach within the Mid-Atlantic region of the U.S., KWC AMERICA is teaming up with Delaware’s Heinig and Associates. Now distributing KWC and Hansa products throughout Southern New Jersey, Eastern Pennsylvania and Delaware, Heinig and Associates is looking to focus more on bathroom design with Hansa’s innovative product line.

“I worked for KWC AMERICA about three years ago and look forward to being a part of the new corporate strategy and branding for the KWC and Hansa brands,” comments Jeff Heinig, president and CEO of Heinig and Associates. “I believe the most important selling point for both KWC and Hansa product lines is their commitment to design, quality and service.”

After years of experience in the kitchen and bath industry, Jeff Heinig founded Heinig and Associates five years ago. Until recently, Heinig had focused on the kitchen sector and is thrilled with the opportunity to delve more into the bathroom with recently launched products from Hansa.

As KWC AMERICA continues to expand its KWC and Hansa product lines, the relationship with Heinig and Associates will be invaluable to help enhance sales and distribution within this essential market.

For more information about KWC AMERICA call 678.334.2121 or visit www.kwcamerica.com.
For information about Hansa visit www.hansa.com.

About HANSA and KWC

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.

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.

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