

PRODUCT RELEASE

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Hansgrohe Croma C and E 100 Showers Offer High Performance, Diverse Stylings, Lower Flow Rates

ALPHARETTA, GEORGIA (FEBRUARY 26, 2008) — Hansgrohe recently broadened its already expansive World of Styles bathroom faucet and shower offering with the addition of two new showerheads and two new handshowers, all carrying the “Croma 100” name.

In addition, Hansgrohe is offering a green version of each of the four models. Providing the full, drenching coverage of a conventional high-end handshower or showerhead, the green options do so at a water-saving flow rate of only 1.8 gallons per minute – nearly 30% less than the current standard maximum of 2.5 gpm. These environmentally friendly showers feature Hansgrohe’s innovative AIR technology at a price that meets any budget.



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Croma C 100 and Croma E 100, continued

The models:

- > The Croma C 100 3-Jet Handshower and the Croma C 100 3-Jet Showerhead (both Green and Standard flow-rate models) offer a more traditional styling with their decorative, bell-shaped heads.
- > Their counterparts, the Croma E 100 3-Jet Handshower and the Croma C 100 3-Jet Showerhead (again, both Green and Standard flow-rate models), have a more streamlined, transitional look for the buyer or designer seeking an up-to-date, but not quite contemporary décor.

All eight products feature a four-inch spray face with 75 no-clog spray channels and three spray modes: full spray, a pulsating massage and an intense turbo jet setting for invigorating tired muscles and aching joints at the end of a long day.

Unique to the Croma C and Croma E offerings, the turbo effect is generated, in part, by a large center spray that propels the water through the head to the user.

“That turbo spray is one of the most powerful sprays we currently offer, regardless of styling or price point,” says Russ Wheeler,



president of Hansgrohe, Inc. “Our designers created that intensity, not by shrinking the spray channels, but by delivering more volume through the center of the showerhead” – while still maintaining a flow rate of either 1.8 or 2.5 gpm.

AIR-injection technology: The green versions of the Croma C and Croma E products incorporate the same AIR injection technology found in Hansgrohe’s popular Raindance AIR line of handshowers and showerheads. Available only from Hansgrohe, this proprietary system draws the surrounding air into the showerhead or handshower, infusing the water with air in a three-to-one, air-to-water ratio.

The result is an air-enriched shower with the sound and feel of an enchanting summer rain. Expanding the water with air increases the size of the droplets that

Croma C 100 and Croma E 100, continued

stream through 75 spray channels of the showerhead or handshower. These voluminous drops of air-infused water actually coat the bather's skin in warmth, instead of bouncing off, as with the stinging needle-like spray of other low-flow showers.

Easy-cleaning technology: All eight models also feature the Quiclean cleaning system, another hallmark of Hansgrohe quality and innovation. As with most Hansgrohe showerheads and handshowers, the Croma spray channels are made of durable silicone, a nonporous and elastic material that actually repels the buildup of lime scale and other substances in the water stream. If these materials appear on the spray channels, they can be simply wiped away with a fingertip or a washcloth. As a result, lime scale deposits are easily eliminated.

List pricing: The following are list-price figures for the eight Croma 100 models, all with a chrome finish.

- > Croma C 100 3-Jet Handshower: \$70;
- > Croma C 100 Green 3-Jet Handshower: \$75;
- > Croma C 100 3-Jet Showerhead: \$60;
- > Croma C 100 Green 3-Jet Showerhead: \$65;
- > Croma E 100 3-Jet Handshower: \$60;
- > Croma E 100 Green 3-Jet Handshower: \$70;
- > Croma E 100 3-Jet Showerhead: \$55;
- > Croma E 100 Green 3-Jet Showerhead: \$60;

Besides chrome, the Croma E Handshower and Showerhead are also available brushed nickel, and polished brass, while the Croma C products are available in those three finishes plus oil rub bronze and polished nickel. Pricing information is available upon request.

About World of Styles: World of Styles from Hansgrohe presents one of the most complete and diverse offerings in the bath and kitchen field, spanning contemporary, transitional and traditional designs. Backed by Hansgrohe's innovation, design competence and quality, World of Styles allows end-

Croma C 100 and Croma E 100, continued

consumers to express their personal styles with superior bath, shower and kitchen products that will deliver unsurpassed performance for years to come.

About Hansgrohe: Founded in 1901, Hansgrohe established luxury and quality standards for the upscale shower, kitchen and bath. The company is one of the world's largest suppliers of showerheads and continuously introduces innovative products that exhibit imagination and the highest degree of performance and quality. With headquarters in Schiltach, Germany, Hansgrohe serves customers in over 80 countries through 24 subsidiaries and 9 manufacturing facilities around the globe.

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You can also visit www.hansgrohe-usa.com to obtain a list of showroom locations within any locale across North America. (See "Where To Buy.")
Or call 1-800-334-0455.

Hi-res images shown in this article are available for immediate download in .tif format by using this link: <http://www.LNCmail.com/pr/hn0812-croma.html>

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