

汉斯格雅

hansgrohe

AXOR | PHARO

THE MARKET

Hansgrohe was founded in 1901 in the small town of Schiltach in Germany's Black Forest. For over 100 years, Hansgrohe's engineers have helped to build this world-famous brand with their skill and minds, obtaining more than 800 patents and 120 international awards. The company has technologically advanced and rigorously managed production facilities in Germany and the US, as well as offices and distribution networks around the world.

In 2003, Hansgrohe launched Axor Citterio, the youngest member of its flagship Axor line. The birth of Axor Citterio marked the start of a new era for Hansgrohe.

ACHIEVEMENTS

In 1973, Hansgrohe started to work closely with top industrial product designers to develop new products, winning over 70 design awards since.

In 1993, Hansgrohe won international honours for inventing stainless steel ball bearings and reusable handles.

In 1994, the company received the German Environmental Protection Award for the first time.

HISTORY

Hansgrohe Corporation was founded in 1901 in Schiltach, in Germany's Black Forest, by Mr Hansgrohe, a master craftsman. After more than 100 years of development, Hansgrohe has grown from a small workshop to a renowned manufacturer of sanitary

products. Not only has Hansgrohe become a world-famous brand, it has been a major force behind the innovation and development of sanitary and kitchen installations. The spirit of innovation and the belief in "environmental protection, creativity, leadership and design" are the philosophies behind its products and management, creating a major legacy to bathing culture.

In 1934, Excentra, Hansgrohe's first bathtub, was launched and patented. In 1953, the company introduced the world's first adjustable wall bar, Unica. In 1968, the world's first adjustable handshower, the Selecta, was born and quickly copied by competitors, remaining the most imitated product today. In 1974, Hansgrohe came out with the world's first adjustable three-mode, handshower, which won the company many international awards. In 1975, Hansgrohe developed Metaflex, a rubber shower tubing with the strength of metal.



In 1987, the company obtained patent rights for the Quiclean showerhead descaling system, the first and best of such cleaning systems in the world. In 1994, Hansgrohe introduced a whole new concept – the Pharo series – and began categorising its products under three major brands: Axor, Hansgrohe and Pharo. In 1995, the world saw the first self-cleaning showerhead.

Hansgrohe entered the China market in 1995. It opened the Hansgrohe museum Water-Bath-Design in 1997, and in 1999, acquired the French company Zenio and the Dutch Cleopatra, becoming a truly multinational corporation.

Hansgrohe celebrated its centenary in 2001.

THE PRODUCT

People today have wider choices than ever. Looking at bathrooms from an architectural perspective, the motivating factor behind bathing



in the future will be the homey, dreamy feeling one gets from being in the tub. How to describe that dreaminess? In bathing culture, it means "using colours and image, lighting and luxury to create a dream-like atmosphere", which is closely related to a sense of luxury and comfort. Hansgrohe has long pursued this dreamy effect through its three major brands: Hansgrohe, Axor and Pharo.

The Hansgrohe brand manufactures showers, faucets and piping products. Axor combines the functionality of Hansgrohe's products with its own unique personality and is the leading international sanitary brand. There are nine categories under Axor, all of them designed by famous designers and full of personality. Every series is also complete with matching accessories to achieve a complete look. Pharo specialises in the production of shower panels and whirlpools, which are all produced according to human ergonomics. It is an advocate of "health and wellness", a concept Hansgrohe adopted in 2002 for the new millennium after promoting the idea of "pleasure of bathing" for a long time.

The Aktiva/Unica line, a revolutionary product in fixed showers, has realised consumers' dreams of enjoying luxurious showers every day. Its distinct feature is slimness. The line's traditional installation design allows it to blend with other installations, and with the shower tube placed between the wall bar and the wall it is practical, attractive and convenient. It can be installed at any height if a wall support is added.

The Axor Starck has been around for 10 years and has generated an unending flow of ideas. Starck "minimalism", for example, emphasises the elimination of all unnecessary details, and treats the bathroom as a haven where one can relax, pamper and enjoy the ceremony of bathing.





Poolmaster, which allows users to adjust the pool while sitting in it.

RECENT DEVELOPMENTS

Hansgrohe's success is attributed not only to its co-operation with top-class designers (such as the world-renowned Phoenix Studio and international super designer Philip Stark), but also because the company has positioned its products as both functional and comprehensive.

Hansgrohe feels that sanitation today is not only about cleaning but about a modern lifestyle. Hence, a relaxing look and functional design have become the main focuses in the industry. In the past, product design was at the core of the company, but with the introduction of "health and wellness", Hansgrohe products in the future will concentrate on human factors, emphasising touch, softness, friendliness and warmth.

The Axor Steel line uses stainless steel in unique design ideas. Since the Axor Steel line was launched, its pure materials and simple style have been a hit in the market. Its single turning handle comes with a 160-millimetre or 220-millimetre long faucet; every set comes with a matching steel wall support and decorative cover. By adjusting the lever, the handle can be placed left or right. The distinct element of the Axor Steel line is the perfect blend of circles and squares to create a unique geometric design.

Pharo's liftable shower panel, the Lift 2, can be lifted freely to provide a simple, comfortable bath. It is an unmatched innovative concept for big families. Its clear lines and graceful exterior give the second generation Lift an attractive feel, while the automatic thermostat ensures that the water remains at a comfortable temperature in order to prevent scalding. A revolving overhead air shower keeps air bubbles together and can be turned into a handshower (with three to six shower modes) by adjusting the switch. With the second generation Lift, users adjust the water pressure to achieve maximum comfort, and they can adjust the height.

Pharo 200 whirlpool line is a home spa. The fantastic effects of a spa are well known, and with a whirlpool in one's own home, users can enjoy soothing, bubbling water and rejuvenate themselves any time they want. Hansgrohe's Pharo includes many models: under the new 200 series is categorised various products, ranging from the space-saving 160 cm tub to the spacious two-person tub complete with air and water jets and lights. The Pharo 200 line also comes preassembled with an electronic control called the



PROMOTION

At the 2004 China International Kitchen and Sanitary Facilities Exhibition, Hansgrohe, Axor and Pharo dazzled audiences with new lines.

In its 2004 product catalogue, attention fell on the 10th anniversary of its Axor Stark line. Mr Yehai, managing director of Hansgrohe China, said: "As a world-class master designer, Philip Stark has greatly influenced bathroom culture in the past ten years. In celebration ten years of The Philip Stark Bathroom, our designer brand Axor has added a few bright spots in the Axor Stark line, and this exhibition gave us the opportunity to exhibit its evergreen nature."

Hansgrohe has brought the Chinese consumers new products under its other brands. Be it Hansgrohe Aktiva/Unica line, Axor Stark or Pharo Showerpanel Lift 2 they all displayed Hansgrohe's position as the leader in bath products.

BRAND VALUES

Bathing has become an art. Perhaps this inspired King William's famous words: "A clean body nurtures a pure soul." The bathing culture is thousands of years old, although history tells us that for ages it was a privilege enjoyed only by aristocrats. The ancient times Romans saw bathing as a way of rejuvenating the body, Muslims made hot baths a part of their religion, and the Japanese saw

bathing as a way of forgetting their troubles and entering a state of calm, peace and relaxation. But none of them contributed so much to the culture of bathing as the Germans.

Hansgrohe has never stopped developing in its 100 years of history. Through the flawless combination of unique design, superb craftsmanship and high-quality materials, not only has the company brought people around the world the best kitchen and sanitary installations, it has also made the Hansgrohe brand one of the world's most outstanding manufacturers of kitchen and sanitary products.

THINGS YOU DIDN'T KNOW ABOUT HANSGROHE

- Hansgrohe's Aktiva/Unica line has a patented air sucking technology
- Hansgrohe invented and patented the Quiclean shower cleaning system, the most effective way of cleaning a showerhead. When modes are changed, the uniquely designed cleaning shafts extend through the holes in the showerhead, thoroughly cleaning them and maintaining a smooth flow of water