

## Press Release



## HANSA – internationally renowned brand

**NORCROSS, Ga. (April 2009)** – Founded in 1911 in Stuttgart, Germany, Hansa has evolved into the world-renowned leader in the kitchen and bath industry. For nearly a century, the family-owned and operated company has demonstrated a passion for uncompromising quality in technology, production, innovation, design and service.

Hansa continuously delivers high-quality products and sets impressive industry-wide standards in the process. For instance, in 2008, Hansa accomplished an unprecedented feat by being elected the No. 1 Plumbing Trade Partner and receiving Germany's prestigious 'markt intern' award for the 16<sup>th</sup> consecutive time.

The German Plumbing Trade organization, an independent trade information service, only grants the prestigious 'markt intern' award every two years after conducting a survey amongst retailers and trade professionals in the plumbing industry.

Hansa appointed a team of world-class designers who can build upon the company's leading edge: Bruno Sacco, Reinhard Zetsche, Michael Lammel and Bertrand Illert.

It's the company's astute decision to partner with the first class professionals which continuously design products with award-winning success. Being able to separate form from function, aesthetics and craftsmanship are of equal importance to the designers. In fact, their finesse with

design is attributed to their desire to improve objects in both a functional and aesthetic way. When they joined forces with Hansa, they aspired to improve upon the world of kitchen and bath faucets.

Each of the designers, who are undeniably talented in their own unique right, brings something special to the team, where they create truly one-of-a-kind faucets and shower systems. Since their partnership began, the dynamic group has produced some of the most imaginative and revered creations the kitchen and bath faucet industry has seen to date.

What's more, the team's quest for excellence isn't shy on green initiatives either. Their designs are environmentally sustainable, and lend themselves to improved water efficiency, as evidenced by Hansa's partnership with the EPA's WaterSense program.

These talented masterminds are behind some of Hansa's most prominent creations, including the internationally-awarded **HANSAMURANO** (2003), **HANSACANYON** (2005), **HANSAMOTION** (2005), **HANSATELA** (2007), and **HANSATEMPRA STYLE** (2009).

Steadfast in their pursuit of excellence, Hansa continues to make strides in awe-inspiring creations that meet homeowners' increasingly sophisticated needs. The company enthusiastically maintains its aggressive posture in technology, originality, and quality-driven efforts, thereby keeping them at the forefront of kitchen and bath design.

### **About HANSA**

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.

**Media Contact:**

Kelly Coldren  
KWC AMERICA  
A company of the HANSA group  
1770 Corporate Drive #580  
Norcross, GA 30093

Tel: 678 334 2121  
Fax: 678 334 2128  
kcoldren@kwcamerica.com

[www.hansa.us.com](http://www.hansa.us.com)  
[www.kwc.us.com](http://www.kwc.us.com)