



Media Contact: Kelly Coldren
KWC America Inc.
678-334-2121
kcoldren@kwcamerica.com

K/BIS 2008 MARKS THE LAUNCH OF THE HANSA INNOVATION CIRCLE A Comprehensive Glimpse of Future Bath Solutions

NORCROSS, Ga. (April 2008) – Hansa unveils new market research on the future of the bathroom with the introduction of the Hansa Innovation Circle. On display at this year's Kitchen & Bath Industry Show in Chicago (booth #S5434), the Hansa Innovation Circle showcases designers' ideas and visions with a selection of futuristic designs for the bath.

"The Hansa Innovation Circle paves the way for new design and product development," says Chris Marshall, president and CEO of Hansa and KWC AMERICA. "In this thorough study, mere ideas evolve into ground-breaking solutions."

The work is a result of extensive market analysis and trend research evaluating consumer needs and preferences. The Hansa Innovation Circle highlights integrated, thought-provoking ideas for the future, some of which include:

Multifunctional and Individual Solutions

Today's bathroom designs still maintain a tendency to bring together products from a single manufacturer. Even "designer bathrooms" merely offer an obsolete approach to comprehensive bathroom design, as they are usually restricted to coordinated designs and colors.

With the Hansa Innovation Circle, assimilation of the bathroom elements is the key objective. Multi-functionality takes on an entirely new meaning, driven in part by consumers' ever-evolving lifestyles. To this end, the vanity mirror serves a dual role as a simple mirror and a monitor while the bathtub becomes the hub of the bathroom's communication center.

The Hansa Innovation Circle also focuses on product features that make life easier and more convenient, such as self-cleaning bathtubs and showers. With heightened consumer awareness in health and wellness, the toilet incorporates important health care features and a 'relaxation area' offers homeowners a retreat with oxygen treatments or a sun-bed.

Creating a holistic environment that boosts overall wellness is accomplished with the use of water, light and color for an invigorating or relaxing experience. Water jets are easily modified to accommodate consumers' individual desires—changing shape, width and visual appearance making routine tasks effortless.

Research, advancement and responsibility for the future have driven Hansa, in conjunction with NOA Design, to create the Hansa Innovation Circle. For more information, call 678.334.2121 or visit www.hansa.us.com.

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.

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