

Press Release



HANSA launches innovative expansion of its Collection of Styles

NORCROSS, Ga. (April 2009) – From modern to traditional, Hansa displays an entire range of inspiring faucet designs with its new Collection of Styles. Comprised of four new product lines—**HANSASTECLA**, **HANSAFORM**, **HANSASTYLE** and **HANSACLASSIC**—the new HANSA Collection of Styles reflects the four international trends—Modern, Minimalist, Contemporary and Traditional.

“The Collection of Styles offers individualization for those with an appreciation of high value design,” says Chris Marshall, President and CEO of HANSA AMERICA.

With the modern three-hole basin mixer faucets, elegant four-hole roman tub sets, as well as additional individual solutions for washbasins, bathtubs and showers, the groundbreaking HANSA Collection of Styles line offers four bathrooms as full solutions, once again proving Hansa’s competence as a “full bath supplier.”

Modern: HANSASTECLA

Characteristic of **HANSASTECLA** is its flat and angular spout, which contrasts with its cylindrical faucet body. Reduced to the basics, this design conceals the precise and sophisticated technology housed within its modern chrome-plated exterior. The shape of the **HANSASTECLA** is

as pure as the water flowing from its angular spout, creating a spectacular soft stream. Geometrical and ergonomic designs in addition to clear visualization of the operating mode, lend **HANSATELA** both solidity and elegance. The range also includes a three-hole lavatory faucet, a three-hole wall mounted faucet, thermostatic and pressure balance valves, a washbasin vessel faucet, a four-hole roman tub set bath, and a body sprays for the shower.

Minimalist: HANSAFORM

The **HANSAFORM** line of faucets makes an uncompromisingly clear statement in favor of minimalist architecture with an individual design. The two handles initially reflect the shape of the cylindrical body and the flat and long spout rounded off toward the front. Upon closer inspection, its flat back and contoured handle design are surprising features exuding technical competence. **HANSAFORM** is an eye-catcher—due in large part to its combination of purism and independent design. It is available as a widespread lav with pop-up, a four-hole roman tub set, as well as a wall or tub spout with a concealed pressure balance valve.

Contemporary: HANSASTYLE

With the **HANSASTYLE**, modern meets tradition, as this line unites the very best of two design worlds. With elegant and harmoniously flowing contours, it gives traditional designs a new twist. The faucet body combines soft curves with “edge” design, while the wing-like handles reflect the natural elegance and strength of a swan and its apparent lightness. Natural shapes ensure traditional yet contemporary impressions at the washbasin. The **HANSASTYLE** range of faucets also includes a widespread lav with pop-up, a four-hole roman tub set and a wall/bathtub spout with concealed pressure balance valve.

Traditional: HANSACLASSIC

HANSACLASSIC recalls the glamorous spirit and style of the past—the eras of Art Nouveau and Belle Époque. The charm of history is revived in the **HANSACLASSIC**. The classic floral and elegant curves of the faucet body may be perceived as a rather feminine design, while modern proportions and precise contours lend it an innovative charm. Playful, geometric, dynamic designs represent a particularly attractive contrast inspiring enthusiasm across global markets that long for

traditional designs. The **HANSACLASSIC** range also includes a widespread lav with pop-up, a four-hole roman tub set and a wall/bathtub spout with concealed pressure balance valve.

The **HANSAFORM**, **HANSASTYLE** and **HANSACLASSIC** lines were designed by NOA Design, while **HANSASTECLA** was conceived by the designer duo of Bruno Sacco (former Chief Designer at Mercedes Benz) and Reinhard Zetsche (octopus.design) whose designs also include the pioneering **HANSAMURANO** and **HANSACANYON** faucets.

For more information on the HANSA Collection of Styles or other Hansa products, 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.

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
www.kwc.us.com