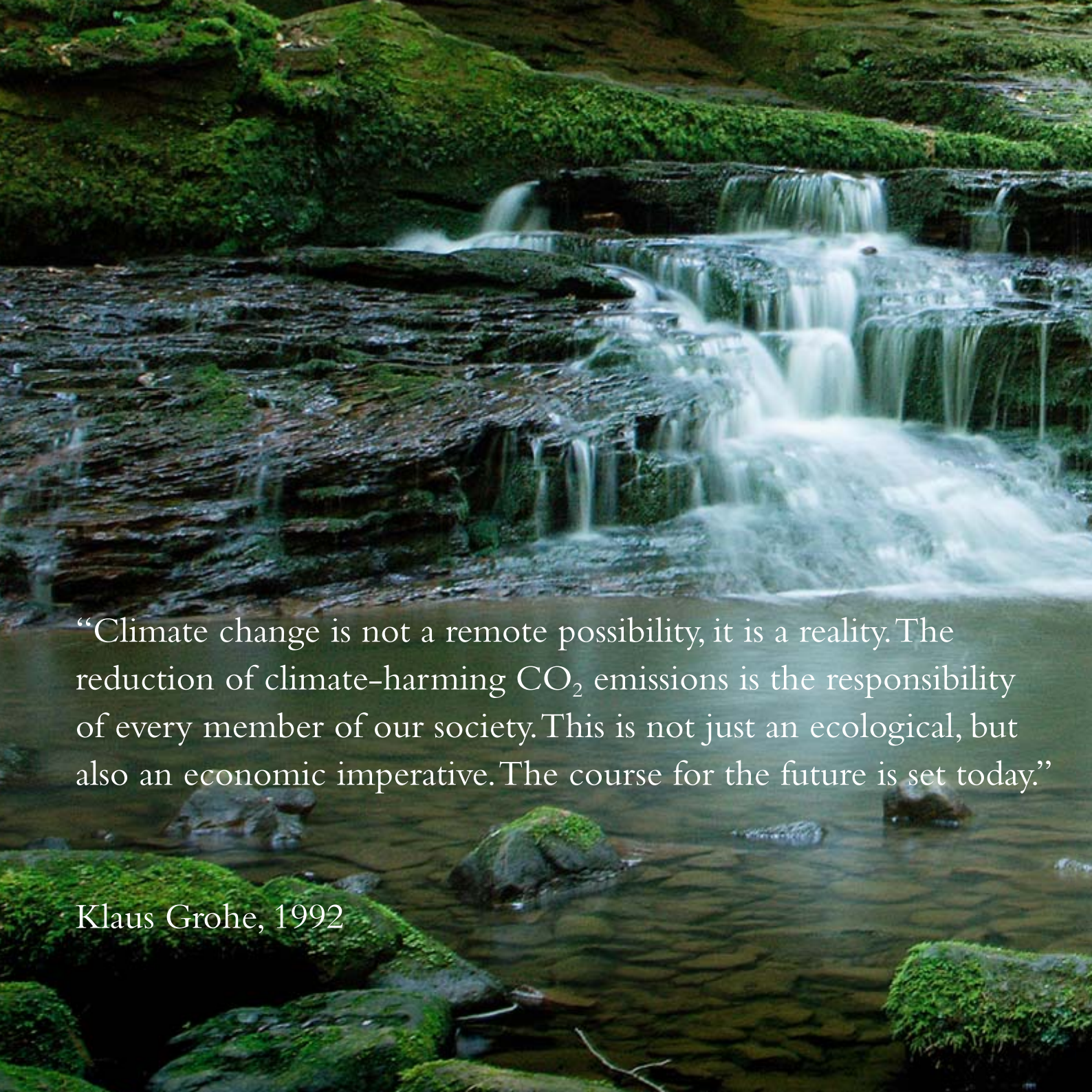


hansgrohe



**ECO**  
SMART

A photograph of a multi-tiered waterfall cascading over mossy rocks in a lush forest. The water is white and frothy as it falls, creating a sense of movement and energy. The surrounding rocks and vegetation are covered in vibrant green moss, adding to the natural beauty of the scene. The overall atmosphere is serene and peaceful.

“Climate change is not a remote possibility, it is a reality. The reduction of climate-harming CO<sub>2</sub> emissions is the responsibility of every member of our society. This is not just an ecological, but also an economic imperative. The course for the future is set today.”

Klaus Grohe, 1992



**1987**

Mistral Eco hand shower achieves a 50% reduction in water consumption

**1997**

The stainless steel mixer Axor Steel, the first mixer to be environmentally assessed, wins the iF Eco award

**2007**

Introduction of the water and energy-saving EcoSmart technology for hand and overhead showers

**1992**

Waterdim sets for all showers reduce flow rate

**2001**

The first 3-litre shower sets an entirely new standard

**2008**

First Hansgrohe Water Symposium in the Aquademie in Schiltach

**1993/94**

The solar power plant on the roof of the Offenburg factory and the Hangrohe Solar Tower are built

**2001**

The Pontos AquaCycle grey water recycling system is introduced to the market, making it possible to reuse water from bath and shower

**1995**

Winner of the Baden-Württemberg environmental award

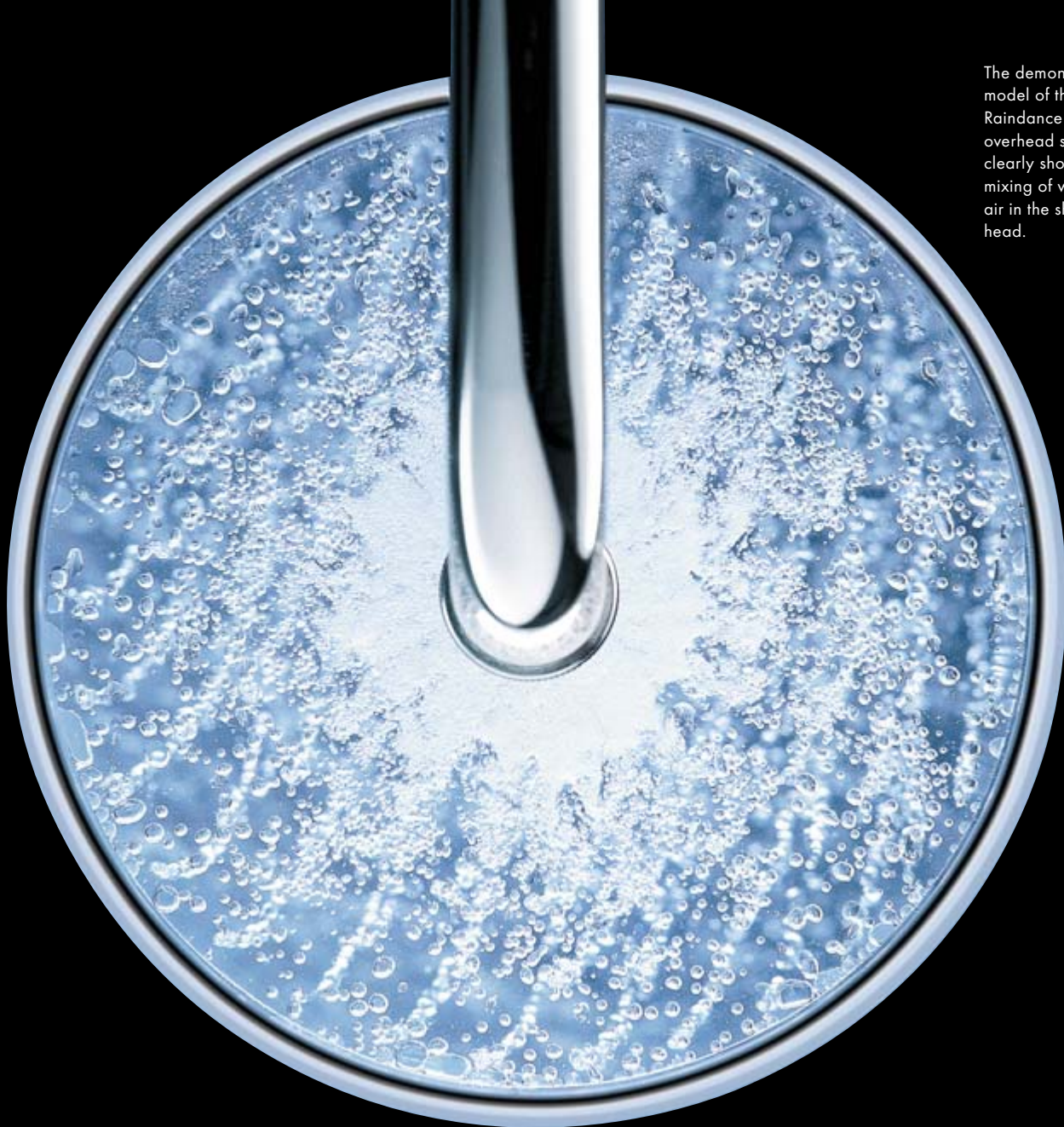
**2004**

First Hansgrohe sustainability report

Waterfall in the Mohnbach Valley,  
Black Forest



**H<sub>2</sub>O.** The omnipresence of this substance is what makes life on our planet possible. 71% of the Earth surface is covered with water. The total volume of water on Earth is 1.386 billion cubic kilometres. Of that amount, 96.5% is salt water and 3.5% is fresh water. However, only 0.5% of this fresh water is available as drinking water. A precious treasure, to whose preservation and purity Hansgrohe has long been committed.



The demonstration model of the Raindance AIR plate overhead shower clearly shows the mixing of water with air in the shower head.

**Water is our element.** As a manufacturer of mixers and showers, we therefore use it sensibly. This life-giving elixir has a magic that fascinates and inspires us every day anew. Whether experienced as a warm summer rain or a dense November fog, as a refreshing thirst quencher or a comforting hot drink, as a hot, relaxing bath or an invigorating shower – without water, there would cease to be life on Earth.

# Thinking Ahead

Hansgrohe is considered one of the trend-setters in the international bathroom industry. We have earned this reputation over the course of decades through ground-breaking innovations and developments. It is in our nature to question long-established concepts and to think outside the box, so as to further improve the quality of our products and, consequently, people's quality of life. Our contribution to the protection and preservation of precious drinking water is part of this philosophy. It is our passion for water that drives us continuously

to seek fresh and innovative solutions. For us, water is not just an element like any other, it is the elixir of life, as precious as it is mysterious. We therefore strive to manufacture perfect mixers and showers which make people aware of the value of water and which remind people to have respect for this most primal of elements. The main question for us is how to improve the use of water in all our activities - from mixing and controlling to recycling water.

## Mixing and controlling water



## Enjoying water



**Draining water**



**Recycling water**



# More pleasure

## Less consumption



Raindance® S 150 AIR  
Hand shower



### AIR POWER technology

To use water more effectively, we don't mind mixing it up with a little air. Air is drawn in through the entire spray disc and mixed together with the inflowing water. About 3 litres of air are used for every litre of water!

The result: the drops become more voluminous, lighter and softer. Water consumption is reduced as shower pleasure is increased.





# Showering large

## Using less



Crometta® 85 Green  
Hand shower,  
6 l/min

Raindance® E 120  
EcoSmart Hand shower,  
9.5 l/min

### EcoSmart technology

How do you transform a little water into a whole lot of water? Simply by using Hansgrohe's EcoSmart technology. Sophisticated flow limitation, special spray jets and the mixing of water with air reduce water consumption down to 6 or 9.5 l/min – without sacrificing shower comfort. It also saves energy, since less water needs to be heated. In this way, your daily contribution to climate protection begins under the shower.



Shower rain without  
EcoSmart



Shower rain with EcoSmart



6 or 9.5 l/min



# Maximum comfort

## Half the flow rate



Less is more. This may not appear obvious when it comes to water. But when you feel the soft, voluminous water jet from a Hansgrohe mixer, you will immediately understand what we mean. Hansgrohe mixers are not only equipped with a clever flow limiter, which reduces the flow of water regardless of the pressure, but also feature a special aerator, integrated into the spout, which infuses the water with air, creating a full, luxurious water jet – even at a flow rate of only 7.2l/min.



Metris® S  
Basin mixer



7.2l/min



# Operate without touching

Save millions



Hansgrohe has developed special products for the public and semi-public sectors: mixers which save water automatically. For instance, electronic mixers with integrated sensor technology which use water more sensibly all by themselves: water flows only if someone holds their hands underneath – and even then at no more than 6 l/min. Self-closing mixers, which turn off the water flow automatically after a set period of time, are another example. What all these mixers have in common is not only their good looks, but also their robust and durable character, which is vital given their frequent use. It is difficult to know exactly how much precious drinking water is saved thanks to these mixers, but since they are used all over the world, it must be several millions of litres per day.



6 l/min

The ELSE ClubWellness Park in Moscow is equipped with electronic mixers from Hansgrohe.



# So precious

## Use it twice

Drinking, cooking



Bathing, showering



Toilet



Laundry



Cleaning, irrigating



On average, every German uses 129 litres of precious drinking water at home per day. A considerable amount of drinking water could be saved if, for instance, we didn't flush our toilets with this precious resource. Irrigating our gardens or running the washing machine also don't require drinking water. This is where Pontos AquaCycle plays its role. This system purifies the waste water from shower and bath tub, the so-called grey water, using a purely biological-mechanical process. The outcome is hygienic, purified clear water which can be used a second time, for flushing the toilet, running the washing machine, cleaning the house or irrigating the lawns. It makes sense ecologically and economically, since both drinking water consumption and waste water volume can be reduced by 50% - whether in a private household or in a large public building.

The diagram shows the average water use per person per day in Germany



Drinking water



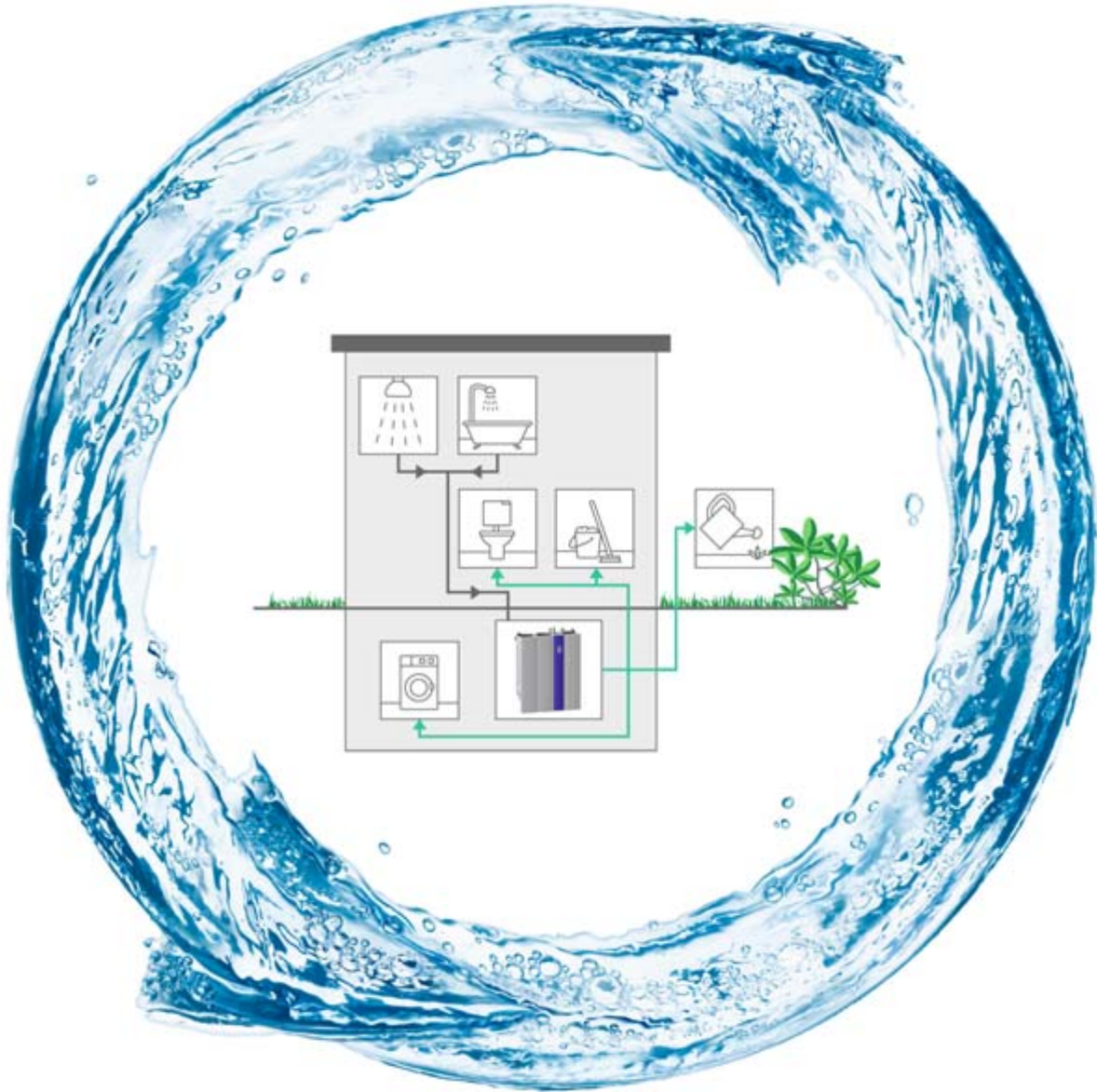
Recyclable grey water



Purified clear water which saves drinking water and reduces the volume of waste water



Pontos® AquaCycle® 900



# Setting a course

## Saving resources

### Renewable energy

From its early days, Hansgrohe committed itself to the careful use of resources and the application of renewable energy. The solar power plant on the roof of the Offenburg shower factory, which was built in 1993, was back then the largest of its kind in Europe. The symbol for the company's environmental commitment is the Solar Tower, the visitor centre built in 1994 in Offenburg. It is still an example of ecological forward thinking. It is no accident that Hansgrohe has won several awards for its exemplary commitment to environmental protection. For instance, in 1995 Hansgrohe won the Baden-Württemberg environmental award – the first industrial company to do so.





### Supporting water management

Today, 1.2 billion people don't have access to clean water! Hansgrohe therefore supports projects which seek to ameliorate the consequences of this water crisis. In 2007, our company supported projects in India and Haiti which established sustainable water management to help ensure the future well-being of the local populations.



### Sustainable building

The German Society for Sustainable Building ([www.dgnb.de](http://www.dgnb.de)), founded in 2007, has dedicated itself to supporting projects animated by the principles of sustainable building. This includes the planning, construction and utilisation of buildings. Part of the program involves the awarding of a quality mark for buildings which stand out for being environmentally friendly, resource-efficient and comfortable. As a founding member of DGNB, Hansgrohe has been supporting this initiative from the very beginning.



### Water – A future-oriented issue

In order to raise awareness of the life-sustaining function of water, Hansgrohe held a symposium in the Aquademie in March 2008, dedicated to water in all its rich diversity. In two days of talks, workshops, and discussions, everything revolved around the topic of "Water – element and mystery". The symposium will be repeated 2009, since – according to Klaus Grohe – "it is our task to show the public that water is one of the most important issues for the future".



### Water and sustainable development

Expo 2008 in Zaragoza is entitled "Water and sustainable development". Hansgrohe is one of the partner companies in the German pavilion, which not only offers a fascinating journey into the wondrous world of water, but also showcases innovative technologies for sustainable water management. ([www.hansgrohe.com/expo2008](http://www.hansgrohe.com/expo2008)).

# Accepting responsibility

## Protecting the environment

Hansgrohe has a long history of proactive involvement in environmental protection, which began well before the current debate on climate change. By means of strict environmental

management, innovative production technologies, and environmentally friendly products which conserve resources, our company contributes to an ecological economy and sustainable development.





### **Waste management**

Through cutting-edge waste management Hansgrohe is able to recycle 90% of the waste resulting from production. For instance, nickel-bearing effluent from the electroplating process is reused in the production of nickel, and brass sanding dust is recovered and reformed into brass.



### **Electroplating**

Hansgrohe continues to set standards in the electroplating process. The company has significantly reduced the use of water and chemicals. At the same time, both energy consumption and pollutant emission have decreased considerably. Since waste water is systematically separated, most of the resources it contains can be processed and recycled.

### **Use optimisation**

The Hansgrohe research and development department continuously works towards the maximum optimisation of our showers and mixers. In our spray laboratory, the spray quality of mixers and showers is continually improved to achieve maximum comfort at a minimum flow rate.

# Hansgrohe and Axor mixers

## Consistent saving



7.2l/min

**Hansgrohe basin mixers – a standard flow rate of 7.2l/min, thanks to the EcoSmart technology**



Metropol<sup>®</sup> E  
# 14070xxx



Metropol<sup>®</sup> S  
# 14061xxx



Metris<sup>®</sup> E  
# 31070000



Metris<sup>®</sup> S  
# 31060000



Talis<sup>®</sup> E<sup>2</sup>  
# 31612000



Talis<sup>®</sup> S<sup>2</sup>  
# 32040000



Talis<sup>®</sup> S  
# 32020000



Focus<sup>®</sup> E<sup>2</sup>  
# 31730000



Focus<sup>®</sup> S  
# 31701000

**Hansgrohe electronic mixers – a standard flow rate of 6l/min**



Talis<sup>®</sup> S<sup>2</sup>  
# 32110000



Metris<sup>®</sup> S  
# 31100000

Excerpt from the Hansgrohe product range. Please refer to the Hansgrohe Catalogue for a complete overview.



7.2l/min

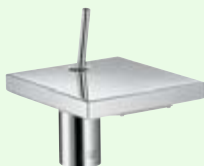
### AXOR basin mixers – a standard flow rate of 7.2l/min, thanks to the EcoSmart technology



Axor® Starck  
# 10111000



Axor® Starck Classic  
# 10010000



Axor® Starck X\*  
# 10070000



Axor® Citterio  
# 39010000



Axor® Massaud\*  
# 18010000



Axor® Citterio M  
# 34010000



Axor® Uno²  
# 38020000



Axor® Uno  
# 38000000



Axor® Steel  
# 35002800



Axor® Terrano  
# 37001000



Axor® Carlton  
# 17010xxx



Axor® Montreux  
# 16502xxx

### AXOR electronic mixers – a standard flow rate of 6l/min



Axor® Starck X\*  
# 10170000



Axor® Starck  
# 10101000

\* flow rate only 5l/min

Excerpt from the Axor collections. Please refer to the Axor Catalogue for a complete overview.

# Hansgrohe EcoSmart Showers

More enjoyment with less water



6 and 9.5l/min

Crometta 6l/min

## Hand showers



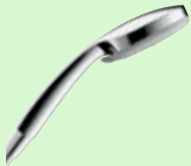
Crometta® 85 Green 1jet  
Hand shower, **6l/min**  
# 28561000

## Overhead showers

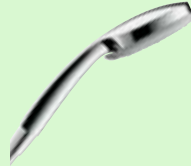


Crometta® 85 Green 1jet  
Overhead shower, **6l/min**  
# 28423000  
Shower arm  
# 27411000

Croma 9.5l/min



Croma® 100 Multi EcoSmart  
Hand shower, **9.5l/min**  
# 28538000



Croma® 100 Vario EcoSmart  
Hand shower, **9.5l/min**  
# 28537000



Croma® 100 Multi EcoSmart  
Overhead shower, **9.5l/min**  
# 28460000  
Shower arm  
# 27411000



Croma® 100 Vario EcoSmart  
Overhead shower, **9.5l/min**  
# 28462000  
Shower arm  
# 27411000



Croma® 160 EcoSmart  
Plate overhead shower  
with swivel joint,  
**9.5l/min**  
# 28450000  
Shower arm  
# 27412000

Raindance 9.5l/min



Raindance® E 150 EcoSmart 3jet  
Hand shower, **9.5l/min**  
# 28551000  
Raindance® E 120 EcoSmart 3jet  
Hand shower, **9.5l/min**  
# 28549000 (not shown)  
Raindance® E 100 EcoSmart 3jet  
Hand shower, **9.5l/min**  
# 28553000 (not shown)



Raindance® S 150 EcoSmart 3jet  
Hand shower, **9.5l/min**  
# 28550000  
Raindance® S 120 EcoSmart 3jet  
Hand shower, **9.5l/min**  
# 28554000 (not shown)  
Raindance® S 100 EcoSmart 3jet  
Hand shower, **9.5l/min**  
# 28553000 (not shown)



Raindance® AIR 240 mm  
Plate overhead shower with Shower arm,  
**9.5l/min**  
# 27461000  
Raindance® AIR EcoSmart 180 mm  
Plate overhead shower with Shower arm,  
**9.5l/min**  
# 27462000 (not shown)



Raindance® AIR EcoSmart 180 mm  
Plate overhead shower, ceiling connector,  
**9.5l/min**  
# 27464000  
Raindance® AIR EcoSmart 240 mm  
Plate overhead shower, ceiling connector,  
**9.5l/min**  
# 27463000 (not shown)

## Shower sets



Crometta® 85 Green 1jet/  
Unica® Crometta Set 90 cm

**6l/min**

**# 27651000**

Crometta® 85 Green 1jet/  
Unica® Crometta Set 65 cm

**6l/min**

**# 27652000** (not shown)

## Showerpipes



Croma® 100 Multi EcoSmart/  
Unica® C Set 90 cm, **9.5l/min**

**# 27655000**

Croma® 100 Multi EcoSmart/  
Unica® C Set 65 cm, **9.5l/min**

**# 27777000** (not shown)



Croma® 100 Vario EcoSmart/  
Unica® C Set 90 cm, **9.5l/min**

**# 27653000**

Croma® 100 Vario EcoSmart/  
Unica® C Set 65 cm, **9.5l/min**

**# 27776000** (not shown)



Croma® 100 Showerpipe EcoSmart,  
**9.5l/min**

**# 27159000**

Croma® 100 Showerpipe EcoSmart  
for the bath tub, **9.5l/min** (not shown)

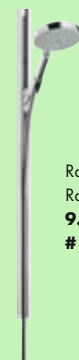
**# 27144000**



Raindance® E 150 EcoSmart 3jet/  
Raindance® Unica® Set 90 cm,

**9.5l/min**

**# 27657000**



Raindance® S 150 EcoSmart 3jet/  
Raindance® Unica® S Set 90 cm,

**9.5l/min**

**# 27658000**



Raindance® Showerpipe  
EcoSmart 180, **9.5l/min**

**# 27165000**

Raindance® Showerpipe 180  
for the bath tub with 350 mm  
shower arm, EcoSmart, **9.5l/min**

**# 27141000** (not shown)

Raindance® Showerpipe 180  
for the bath tub with 460 mm  
shower arm, EcoSmart, **9.5l/min**

**# 27146000** (not shown)



Raindance® Connect  
EcoSmart 180 Showerpipe,

**9.5l/min**

**# 27166000**

# Every drop counts

## Hansgrohe's tips for saving water

- 1.** Don't let the water run when washing your hands, brushing your teeth or shaving. Depending on your mixer, you lose about 7 to 20 litres of water this way – per minute. Turn off the water in the meantime or use a glass of water for brushing your teeth. For a wet shave, it is sufficient to fill the basin with a small amount of water before starting to shave.
- 2.** For a full bath, you need about 140 litres of water. Showering, however, consumes far less water, particularly when using a Hansgrohe shower with EcoSmart technology. The most economic shower is the Crometta 85 Green, which uses only 6 litres per minute. For a three-minute shower, water consumption is only 18 litres – without sacrificing comfort.
- 3.** If solar energy is unavailable, heating water is bound to require fossil fuels. Therefore, those who save hot water reduce the production of greenhouse gas. In a household with four people, water-saving showers can reduce the consumption of carbon dioxide by up to 700 kg per year.
- 4.** A large portion of domestic water consumption – about 35 litres per person per day – is the water used for flushing the toilet. Installing an interrupt control or a dual flush system is particularly worthwhile, since small flushes usually don't require more than 3 litres of water. This can save up to 10,000 litres of drinking water per person per year.
- 5.** Domestic appliances like washing machines and dishwashers also use a considerable amount of water. When buying new appliances, pay attention to their energy efficiency class and choose a model of class A, or, even better, A+ or A++.
- 6.** Of course, you can save the most water by using it twice. A domestic grey water recycling system, which can be easily integrated into the planning of new homes or reconstruction projects, purifies the water used in bath and shower and makes it available as clear water – for example for flushing the toilet or watering the garden. Even collecting rain water by means of a water butt can have a significant impact.
- 7.** Even our buying habits have an influence on water consumption. For example, producing 1 kg of paper made from fresh fibres creates 100 litres of waste water, while the production of recycled paper uses only 15 litres of water per kg, saving natural resources at the same time. When buying toilet paper or writing paper, choose products from a well-known eco-label.
- 8.** Enormous amounts of water are used in food production as well. For example, the artificial irrigation of vegetable fields in dry regions entails huge environmental problems. A diet which is geared towards seasonal and regional availability is not only better for the environment, but also better for your health.



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