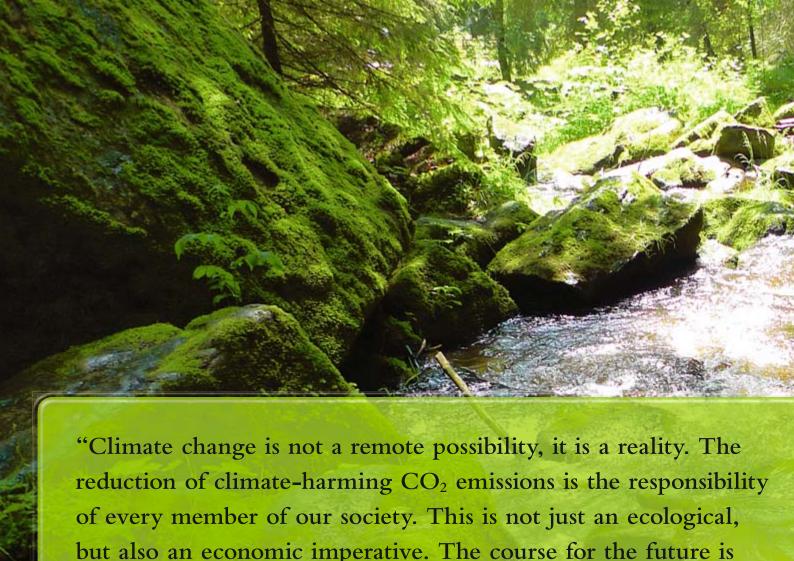
hansgrohe ECO SMART



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

1992

Waterdim sets for all showers reduce flow rate

1993/94

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

1995

Winner of the Baden-Württemberg environmental award

1997

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

2001

The first 3-litre shower sets an entirely new standard

2001

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

2004

First Hansgrohe sustainability report

2007

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

2008

First Hansgrohe Water Symposium in the Aquademie in Schiltach

2009

Selected supplier for futureoriented and sustainable Masdar City in Abu Dhabi

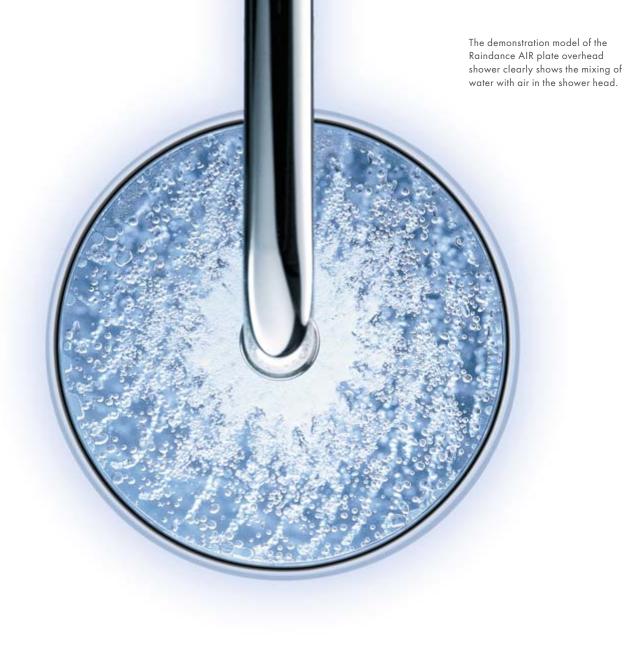
Photo: Waterfall in Menzenschwand, Black Forest

Water

Our element



H₂O. 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.



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 continuously drives us 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 remind them to respect this primal element. The main question for us is how to improve the use of water in all our activities – from mixing and controlling to recycling water.

Lots of fun

High efficiency





AirPower Technology. To use water more effectively, we like mixing it up with lots of 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 remains constant while the pleasure increases – high efficiency, plenty of Shower Fun.





Showering large

Less water, energy and CO₂





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 either 6 or 9 l/min – while offering lots of 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.



Annual savings with Raindance \$ 150 AIR EcoSmart*

Water approx.24,024 litres
CO₂ approx.180 kg
Cost of approx.181 €
water & energy

Annual savings with Crometta 85 Green*

Water approx.43,680 litres
CO₂ approx.326 kg
Cost of approx.329€
water & energy

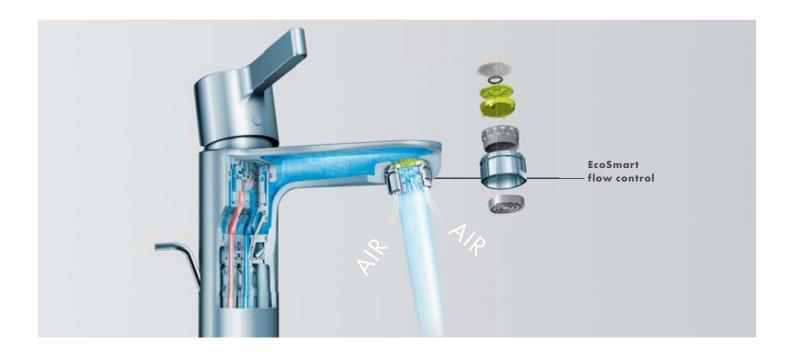
*Compared to the same product without EcoSmart technology. Average for a family of four in Germany in 2009.



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 pleasant water jet – even at a flow rate as low as 5 l/min.





Operate without touching

Save millions







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

Effortlessly efficient. Hansgrohe has developed special products for the public and semipublic 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 only 5 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. The table on the page opposite tells you how much precious drinking water, energy and CO₂ can be saved. Typical Hansgrohe mixer and shower types are shown.

Water & Energy Savings Calculator	Raindance Hand shower		Croma 100 Hand shower		Crometta 85 Hand shower		Basin mixer conventional and Hansgrohe EcoSmart		
	E150 AIR	E150 AIR EcoSmart	Multi	Multi EcoSmart	Variojet	ljet Green	conventional	Hansgrohe EcoSmart 51/min	Electronic mixer EcoSmart 51/min
	1	,	,	·	,	,	,	·	,
Water consumption, 3 min per day, approx.	43.5 litres	27 litres	55.5 litres	27 litres	48 litres	18 litres	40.5 litres	15 litres	15 litres
Annual water consumption, family of four, approx.	63,336 litres	39,312 litres	80,808 litres	39,312 litres	69,888 litres	26,208 litres	58,968 litres	21,840 litres	21,840 litres
Annual cost of water, family of four, approx.	348€	216€	444€	216€	384€	144€	324€	120€	120€
Annual savings in water costs, approx.		132€		228€		240€		204€	204€
Annual cost of oil/gas to heat the water, approx. ²	129€	80€	164€	80€	142€	53€	107€	40€	40€
Annual savings in energy costs, approx.		49€		84€		89€		67€	67€
Total annual savings, approx.		181€		312€		329€		271€	271€
Annual savings in CO ₂ , approx. ³		180kg		310kg		326kg		247kg	247kg
Equivalent to driving a car (150g CO ₂ /km), approx.		1,200 km		2,060 km		2,170km		1,650 km	1,650km
Product payback period in months, approx.		6		2		1		7	20

¹⁾ Average in Germany incl. waste water and base rate (approx. €5.50/1,000 l). Cost of water varies greatly in different regions.

Calculate your personal water consumption on www.hansgrohe-int.com/savings-calculator

²⁾ Energy required to increase the temperature of 1 litre of water by 1 degree Celsius: 1 kcal or 0.00116 kWh. Energy required to increase the temperature of 1 litre of water from 10 degrees Celsius (cold tap water) to 35 degrees Celsius (warm water temperature): 0.029 kWh/litre of water. Energy required to increase the temperature of 1 litre of water from 10 degrees Celsius (cold tap water) to 38 degrees Celsius (shower temperature): 0.03248 kWh/litre of water. Calculated with the energy formula on the basis of the general calculation principles according to the International System of Units (SI). Conversion from kWh to oil: 10 kWh = 1 litre of oil.

³⁾ Calculation of the CO_2 produced: 1 kWh of oil = 0.26 kg CO_2 / 1 kWh of gas = 0.20 kg CO_2 .

So precious

Use it twice





swimming pool, France Pontos AquaCycle 36000 Recycling of shower water Savings: 9,000 m³/year In operation since: 2007 Use: toilets and cleaning

Piscine de Yerres,

City cleaning, Hamburg, Germany

Pontos AquaCycle 21000 Recycling of shower water Savings: 2,200 m³/year In operation since: 2005 Use: cleaning

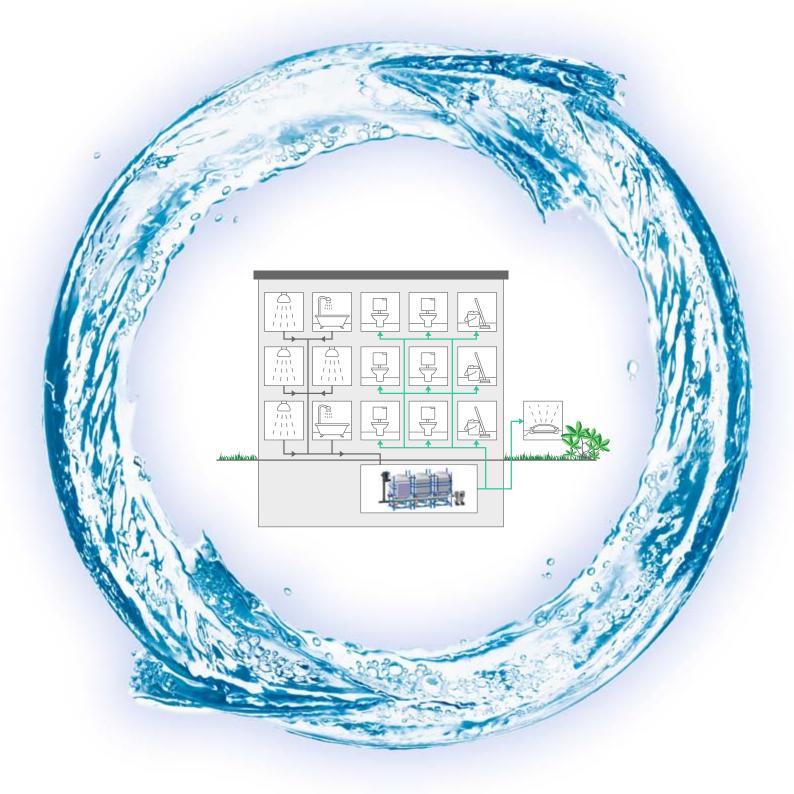






Pontos AquaCycle 2500

Intelligent water recycling. On average, every German uses 129 litres of water per day – precious drinking water, a considerable amount of which could be conserved. For instance, toilets do not require drinking water for flushing – they can easily be operated with recycled water. The Pontos AquaCycle purifies the waste water from shower and bath tub, the so-called grey water, using a purely biological-mechanical process. The hygienic, purified water can be used for flushing toilets, for cleaning or for irrigation. Using water twice makes sense both ecologically and economically, since not only the consumption of drinking water, but also the volume of generated waste water can be reduced by up to 50 %. The cost factor is especially significant in the public and semi-public sectors – for example in public pools, residences or hotels.



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.





Sustainable building.

The German Society for Sustainable Building (www.dgnb.de) has dedicated itself to supporting projects animated by the principles of sustainable building. This includes the planning and construction but also the utilisation of buildings. The focus of DGNB's work is the development of a certification system for buildings which stand out for being environmentally friendly, resource-efficient and comfortable. As a founding member of DGNB, Hansgrohe has been actively supporting this initiative from the very beginning.



Water – A futureoriented issue.

In order to raise awareness of the life-sustaining function of water, since 2008 Hansgrohe has been hosting an annual symposium dedicated to water in all its rich diversity. In two days of talks, workshops, and discussions, everything revolves around this precious resource. And in 2010, this will continue since, as Klaus Grohe puts it, "it is our task to show the public that water is one of the most important issues of the future."



Salmon for the river Kinzia.

As a company whose daily work revolves around water, it is only natural that one of the key pillars of the Hansgrohe Group's social mission is built around this resource. In 2009, Hansarohe launched an initiative which focuses on the ecological quality of local waters. In cooperation with the Baden-Württemberg Fishing Association (www.wfbw.de), Hansgrohe took a number of steps to lay the foundation for the re-introduction of salmon into the river Kinzig - directly in front of the company's factory gates.



Masdar City.

In the Abu Dhabi desert, the future-oriented and sustainable Masdar City is being built (www.masdarcity.ae). After its completion, it will offer all the amenities of a major city, but without emitting any carbon dioxide, producing any waste or wasting any precious water. The Hansarohe Group is involved in this model project - providing EcoSmart mixers and showers, which are featured in the city's very first building, the Masdar Institute of Science and Technology.

Accepting responsibility

Protecting the environment



Strict environmentalism.

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.

Electroplating.

Hansgrohe continues to set new standards in the electroplating process, especially when it comes to reducing the use of water and chemicals. By means of innovative, internally developed procedures, in 2009 Hansgrohe was again able to significantly reduce its energy consumption and pollutant emissions.





Use optimisation.

The Hansgrohe research and development department continuously strives to optimise the water consumption of our showers and mixers. In our spray laboratory, the spray quality of mixers and showers is continually improved to achieve the highest possible comfort at a minimum flow rate.

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 reforged into brass.

Hansgrohe mixers

Consistent saving

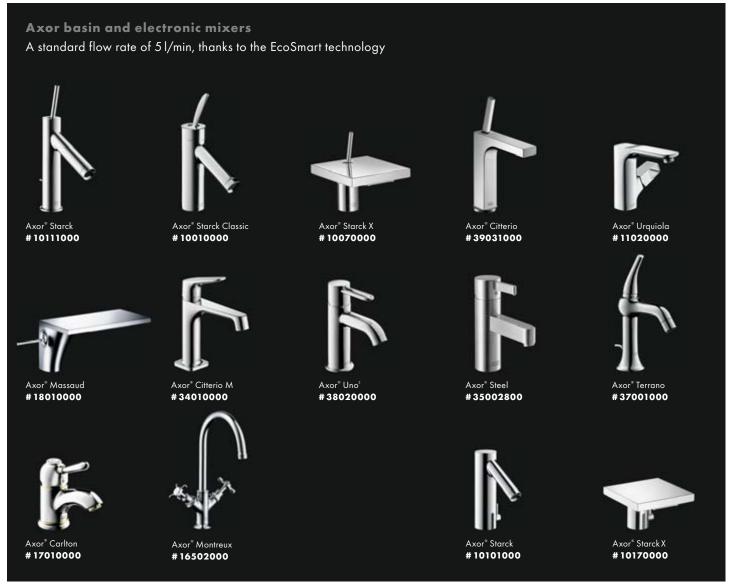


Hansgrohe basin and electronic mixers A standard flow rate of 5 l/min, thanks to the EcoSmart technology Elegance Classic Style Metris Metris® S Electronic mixer Metris[®] E Metris[®] S Metris® Classic #31070000 #31060000 #31075000 #31100000 Talis Talis® Classic Talis® S2 Electronic mixer #31612000 #32040000 #14111000 #32110000 Focus PuraVida Focus[®] E² Focus[®] S PuraVida® #31701000 #15070000 #31730000

Axor mixers



Sustainable design and consumption



Excerpt from the Axor collections. For a comprehensive product overview, including all available surface finishes, please refer to the Axor Catalogue or visit Axor on your country-specific webpage at www.hansgrohe.com.

Hansgrohe EcoSmart Showers

More enjoyment with less water

Crometta 85



Crometta® 8.5 Green 6 l/min Hand shower with watersaving Normal spray # 28561000



Crometta® 85 Green 1 jet 6 l/min Overhead shower with swivel joint DN15, watersaving Normal spray #28423000 optional shower arm DN15 #27411000

Croma 100



Croma® 100 Multi EcoSmart 91/min Hand shower with Rain, Mono and Massage spray # 28538000



Croma® 100 Multi EcoSmart 9 l/min
Overhead shower with swivel joint DN15,
Normal, Mono and Massage spray
#28460000
optional shower arm DN15
#27411000



Croma® 100 Vario EcoSmart 9 l/min Hand shower with adjustable Vario spray #28537000



Croma® 100 Vario EcoSmart 9 l/min Overhead shower with swivel joint DN15, adjustable Vario spray # 28462000





#27412000

Croma® 160 EcoSmart 9 I/min
Overhead shower with swivel joint DN15,
Rain spray
#28450000
optional shower arm DN15

Croma® 100 Showerpipe Shower
EcoSmart 9 I/min
Thermostat version with Croma 100 Vario
Ø 160 mm # 27159000
Croma® 100 Showerpipe Bath
EcoSmart 9 I/min
Thermostat version with Croma 100 Vario
Ø 160 mm # 27144000 (not shown)



Raindance



Raindance® E 150 AIR 3jet EcoSmart 9 l/min Hand shower with Rain AIR, Whirl AIR and Balance AIR

#28551000

Raindance® E 120 AIR 3jet EcoSmart 9 l/min Hand shower with Rain AIR, Whirl AIR and Balance AIR

28549000 (not shown)

Raindance® E 100 AIR 3 jet EcoSmart 9 l/min Hand shower with Rain AIR, Whirl AIR and Balance AIR

#28553000 (not shown)



Raindance® 240 AIR EcoSmart 91/min Overhead shower with shower arm DN15 383 mm

Ø240mm #27461000

Raindance® 180 AIR EcoSmart 91/min Overhead shower with shower arm DN15 383 mm

Ø 180 mm # 27462000 (not shown)



Raindance®S 150 AIR 3jet EcoSmart 9 l/min Hand shower with Rain AIR, Whirl AIR and Balance AIR

#28550000

Raindance®S 120 AIR 3jet EcoSmart 9 l/min Hand shower with Rain AIR, Whirl AIR and Balance AIR

#28554000 (not shown)

Raindance®S 100 AIR 3jet EcoSmart 9 l/min Hand shower with Rain AIR, Whirl AIR and Balance AIR

28552000 (not shown)



Raindance® 180 AIR EcoSmart 91/min Overhead shower with ceiling connection DN15 100 mm

Ø180 mm # 27464000

Raindance® 240 AIR EcoSmart 9 l/min Overhead shower with ceiling connection DN15 100 mm

Ø240 mm # 27463000 (not shown)



Raindance Showerpipe Shower EcoSmart 91/min

Thermostat version with

Raindance S 100 AIR 3jet Shower arm 460 mm

Ø180 mm # 27165000

Raindance Showerpipe Bath

EcoSmart 91/min Thermostat version with

Raindance S 100 AIR 3jet

Shower arm 350 mm

Ø 180 mm # 27141000 (not shown)

Shower arm 460 mm

Ø 180 mm # 27146000 (not shown)



Raindance Showerpipe Connect EcoSmart 91/min with baton hand shower 2 spray modes Shower arm 460 mm Ø180mm #27166000 Corner mounting set #27158000 (not shown)

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 5 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 of four, water-saving showers and mixers can reduce carbon dioxide emissions by up to 600 kg per year.
- **4.** A large portion of domestic water consumption about 35 litres per person and 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 8,000 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 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.



hansgrohe



We did our utmost to ensure that the printing of this brochure was environmentally friendly. By using a new kind of paper (Revive Pure) we were able to reduce the CO₂ emissions for the production process by more than 70% compared to the previous edition. You too can contribute to the protection of our environment by passing on the brochure to others when you've finished reading it, or by recycling it.



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