Pressinformation

AXOR Presents New Spray Technology at Nordbygg 2018

PowderRain: Showering in a Cocoon of Water

Stockholm, April 2018. Since their premiere at the ISH in Frankfurt in 2017, new AXOR overhead showers feature the new spray technology, PowderRain. Its particularity: a complete moistening of the skin due to dozens of light, micro fine sprays that do not bounce off. The body is covered in water – more so than with conventional showers. The secret lies in the detailing – an in-house team of engineers and technicians pursued every millimeter of a nozzle, spray disc, and shower head. The result can be seen, but even more so, it can be felt at this year’s Nordbygg fair in Stockholm.

“PowderRain is the ultimate in the shower. A silky rain. A protective cloak of water. Gentle, soft, and nevertheless powerful. Like a cocoon,” Beate Broghammer of AXOR Brand Marketing describes the high-performance spray.

PowderRain: Gently Enveloped with Every Droplet

Through the decades, entirely different spray technologies have been developed, including micro sprays. This signifies a considerable downsizing of the nozzles to only 0.35 millimeters. Thus, a greater number of outlets may be placed on the spray disc of a shower. Over 1,000 nozzles are responsible for the unique shower sensation of the new AXOR 350 1jet overhead shower.

Fundamental Research and Detail Work

The amount, arrangement, downsizing, and production of the silicone nozzles required an in-depth technical expertise, experience, and an eye for precision. Countless tests were needed to determine the ideal distance and distribution of the nozzles, their behavior and stability when exposed to water pressure. PowderRain, featured in the new AXOR ShowerHeaven 1200 ⁄ 300 4jet, AXOR 350 1jet overhead shower, and the AXOR ShowerPipe 800, is gentle, soft, and nevertheless powerful.

**AXOR** utvecklar, konstruerar och producerar kranar, duschar och tillbehör till lyxiga badrum och kök – till perfektion. Speciella avantgardeprodukter och kollektioner skapas på högsta estetiska och tekniska nivå. Några av dem ses idag som klassiker innanför badrumsdesign. Gemensamt för dem alla är att de följer tanken ”Form follows Perfection”: Produktutvecklingen är först färdig när intet mer kan tillfogas eller tas bort. Genom mer än 20 år har tongivande designobjekt blivit utvecklade efter detta recept i samarbete med några av världens största designers, bl.a. Philippe Starck, Antonio Citterio, Jean-Marie Massaud och Patricia Urquiola. AXOR är ett märke inom Hansgrohe Group.

|  |  |  |  |
| --- | --- | --- | --- |
| f_logo | twitter_newbird_boxed_whiteonblue | Z:\marketing\Logoer\Diverse\2016_instagram_logo.png | Läs mer om märket AXOR på:[www.facebook.com/axor.design](http://www.facebook.com/axor.design) [www.twitter.com/Hansgrohe\_PR](http://www.twitter.com/Hansgrohe_PR) [www.instagram.com/\_u/axordesign](http://www.instagram.com/_u/axordesign) #AXOR#FORMFOLLOWSPERFECTION |

|  |  |
| --- | --- |
|  | **Sanitetsbranchens designfrämste**I den aktuella Rankingen från det Internationale Forum Design (iF) av de bästa verksamheter i världen när det handlar om design, ligger Hansgrohe SE på en 6:e plats av ca 2000 verksamheter. Med 1040 poäng mer än andra verksamheter är armatur- och duschspecialisten från Schiltach före verksamheter som Audi, BMW och Apple och toppar ännu en gång design-hitlistan för sanitetsbranschen.[**www.hansgrohe.se/design**](http://www.hansgrohe.se/design) |

|  |  |
| --- | --- |
| Ytterligare information: | Hansgrohe ABTlf. 031-21 66 00info@hansgrohe.se [www.hansgrohe.se](http://www.hansgrohe.se) [www.axor-design.com](http://www.axor-design.com)  |

Images Overview

PowderRain: Showering in a Cocoon of Water

**Copyright all images:** AXOR / Hansgrohe SE

|  |  |  |
| --- | --- | --- |
|  |  |  |
| AXOR\_ShowerHeaven 1200\_Black on Black\_PowderRain | AXOR 350\_Overhead Shower\_Ambience | AXOR 350\_Overhead Shower\_Detail |
| Copyright: AXOR / Hansgrohe SE | Copyright: AXOR / Hansgrohe SE | **Copyright:** AXOR / Hansgrohe SE |
| The new AXOR overhead showers feature the new spray technology, PowderRain. Its particularity: a complete moistening of the skin due to dozens of light, micro fine sprays that do not bounce off. The body is covered in water – more so than with conventional showers. | Over 1,000 nozzles are responsible for the unique shower sensation of the new AXOR 350 1jet overhead shower. | Countless tests were needed to determine the ideal distance and distribution of the nozzles, their behavior and stability when exposed to water pressure. |

|  |
| --- |
|  |
| AXOR ShowerHeaven 1200\_All Spray Types |
| Copyright: AXOR / Hansgrohe SE |
| Through the decades, entirely different spray technologies have been developed, including micro sprays. This signifies a considerable downsizing of the nozzles to only 0.35 millimeters. Thus, a greater number of outlets may be placed on the spray disc of a shower. |

Images for downloading: <http://www.mynewsdesk.com/se/hansgrohe>

Copyright: We must draw your attention to the fact that we have only limited usage rights for the images provided, all further rights however belong to the respective photographers. These images may therefore only be published free of charge if they clearly and expressly serve to portray or advertise the performances, products or projects of Hansgrohe SE and/or its brands (AXOR, hansgrohe). Any other form of publication requires the approval of the respective copyright owner and remuneration must be made in agreement with said copyright owner.