Pressinformation

Revolutionary shower novelty with brand new spray

AXOR ShowerHeaven 1200 / 300 4jet:
Showering in a New Dimension

Stockholm, April 2018. Showcasing water in an elegant interplay of purist design and state-of-the-art engineering: this is how AXOR (www.axor-design.com) presents its new flagship overhead shower at the Nordbygg fair in Stockholm from 10 to 13 April. An unprecedented shower spray, perfected over many years of research, appropriately compliments the new AXOR ShowerHeaven 1200 / 300 4jet and is a unique homage to the precious element of water. A design piece for body, mind and shower space, the AXOR ShowerHeaven 1200 was developed in collaboration with the Stuttgart-based Phoenix Design.

Water’s Great Stage

Showering in a new dimension of radiant beauty: the AXOR ShowerHeaven is an impressive overhead shower with a 1.2 metre long and 30 centimetre wide generous, plane surface of high-quality metal. Its four retractable “wings” and integrated ambient lighting, not only make it a fabulous stage for water, but also create a new archetype in the shower. Three jet types guarantee a luxurious showering experience: the concentrated mono jet in the middle, the expansive rain jet, and the body jets with their unique PowderRain spray. A relaxing massage spray, a soothing rain shower, or a gentle drizzle: the AXOR ShowerHeaven 1200 allows users to shower using each jet type individually, or all three in unison – a spectacular sensory experience.

PowderRain: Every Drop a Touch of Silk

The result of extensive research, the highly innovative PowderRain spray type produces a result not previously possible. Fine silicone nozzles, evenly distributed and embedded in the four retractable “wings” of the AXOR ShowerHeaven, create a spray of luscious, silky raindrops. Soft, quiet, and yet powerful, the new spray type can be experienced exclusively in AXOR’s luxury showers.

“The AXOR ShowerHeaven is the ultimate overhead shower. It’s a spectacular stage for water; a generous, plane surface ensures a luxurious showering experience with a symphony of perfectly coordinated jet types and spray modes. Each individual component reflects respect for the material, and a precisely and perfectly calibrated mechanism. Products like these are always the result of our uncompromising pursuit of perfection when it comes to design, craftsmanship and functionality,” explains Beate Broghammer of AXOR Brand Marketing.

Further shower news from AXOR

The new AXOR overhead shower 350 1jet in a circular design offers the PowderRain spray – high-end craftsmanship also available in a combination with thermostatic mixer, glass shelf and a pin hand shower in the form of the AXOR Showerpipe 800. The AXOR novelties for the shower also include rectangular overhead showers and the AXOR thermostatic mixer 800 with Select technology and glass shelf.

**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

AXOR ShowerHeaven 1200 / 300 4jet

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Name der Bilddatei | Name der Bilddatei | Name der Bilddatei |
| Showering in a new dimension of radiant beauty: the AXOR ShowerHeaven is an impressive overhead shower with a 1.2 metre long and 30 centimetre wide generous, plane surface of high-quality metal. Its four retractable “wings” and integrated ambient lighting, not only make it a fabulous stage for water, but also create a new archetype in the shower. Three jet types guarantee a luxurious showering experience: the concentrated mono jet in the middle, the expansive rain jet, and the body jets with their unique PowderRain spray. A relaxing massage spray, a soothing rain shower, or a gentle drizzle: the AXOR ShowerHeaven 1200 allows users to shower using each jet type individually, or all three in unison – a spectacular sensory experience. |

|  |
| --- |
|  |
| Name der Bilddatei |
| The result of extensive research, the highly innovative PowderRain spray type produces a result not previously possible. Fine silicone nozzles, evenly distributed and embedded in the four retractable “wings” of the AXOR ShowerHeaven, create a spray of luscious, silky raindrops. Soft, quiet, and yet powerful, the new spray type can be experienced exclusively in AXOR’s luxury showers. |

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.