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KWC K/BIS 2009 Highlights

Visit us at this year's Kitchen and Bath Industry Show at the Georgia World Congress Center in Atlanta, Georgia (May 1 – May 3, 2009).

KWC AMERICA Booth# B2234, Hall: B3



KWC 



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KWC AMERICA reveals its newest kitchen faucet at K/BIS

The new KWC AVA range delivers peak performance and sophistication

Forming a link between the world of traditional and modern looks, KWC AMERICA's new KWC AVA faucet expands the kitchen's design potential. Beyond its transitional look, KWC AVA enhances users' ease of operation with modern technology.

Launched in the U.S. at K/BIS 2009, the KWC AVA operates on a new principle with invisible lever mechanics. When the faucet is turned on, the lever moves and lifts simultaneously, creating an entirely new operating sensation.

With its multi-faceted design appeal, the KWC AVA satisfies a wide array of decorating needs. The transitional look is neither too formal nor informal, and is a fusion of both classic and more modern looks. And with its ease of use, KWC AVA is convenient for everyday cooking and entertaining a crowd.

A soap dispenser designed to match KWC AVA's style and character presents a useful addition for consumers. This practical option represents KWC's emphasis on attention to detail.

To compliment today's kitchens, the KWC AVA will be available in Splendure™ stainless steel and chrome finishes.



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highflex
extended water system



The KWC ONO highflex® is now offered in stainless steel

The popular KWC AMERICA faucet satisfies a wider array of design needs

A showpiece of cutting-edge design, the internationally awarded KWC ONO highflex® couples superior functionality and stylish visual appeal. With a nod to modernization, the performance-oriented faucet is now available in a handsome stainless steel finish, designed to satisfy a greater range of personal style preferences.

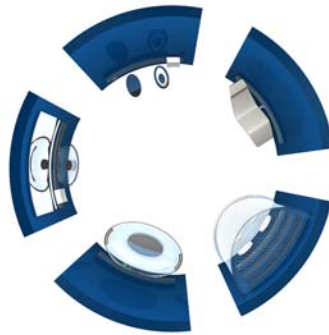
The versatile KWC ONO highflex® effectively combines simple, classic design with a professional pull-out spray head that permits unprecedented agility.

With its two-stage operating system, the wear-resistant, flat-topped spout produces a low-pressure stream that automatically switches to a more powerful stream for extra cleaning power. When the spray lever is pressed down completely, it operates in the pressurized spray position.



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The pioneering movement system of the KWC ONO highflex® keeps dirt-traps to a minimum, allowing the water stream to flow accurately. Clean-up with a microfiber cloth is quick and easy, thanks to the smooth surface of the spring-loaded hose. And any dirt or limescale can be washed away with the removal of the flush-fitting Neoperl® Caché®.



The future is now

A presentation of the new products of KWC AG in Unterkulm, Switzerland

Demonstrating their awareness of homeowner preferences, the latest products from KWC are manifestations of future concepts. These comprehensive concepts are an integral part of 'HANSA's Innovation Circle' study. The aim of the study performed by Hansa and NOA Design is to find integrative product solutions based on a comprehensive and forward-looking perspective. Conducted in conjunction with NOA Design, the most recent developments seen in the KWC product lines signify innovative styles, technological advancements and responsibility for the future. Innovative combination of technologies and functions are shifted into focus. This corresponds with the changing requirements and requests on the part of users.



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Introduced at this year's Kitchen and Bath Industry Show at the Georgia World Congress Center in Atlanta, Georgia, the KWC products shown in the 'Innovation Circle' represent ultramodern solutions created to meet consumers' needs.

Comprised of four technologically-driven product extensions – KWC ONO lightpin, KWC ONO highflex®, KWC EVE, and KWC SUPRIMO – the product innovations represent progressive product developments that were once mere ideas.



KWC ONO lightpin

With the KWC ONO lightpin's use of LEDs to indicate water temperature allows users to experience water naturally, while protecting them from scalding. In demonstrating their attention to detail and dedication to safety, the recent supplement to the KWC ONO family maintained its signature look – the specially hardened surgical stainless steel lever. However, the new lever includes a sensor that responds to touch and indicates water temperature. Equipped with Colorflow, based on LED technology, a colored signal is emitted from the lever, which indicates the water's temperature. And, once the water's temperature exceeds 113°F, a red warning light begins to flash and stops only when the water temperature recedes. After each use, the



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temperature display remains active for 60 seconds. As a mark of its distinction, the KWC ONO lightpin received the prestigious “red dot” design award in 2008, as well as the Design Plus prize in 2009.

Innovative technology

COLORFLOW

Real-time temperature in colour

International awards



reddot design award
winner 2008

DESIGN PLUS



KWC ONO highflex®



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At the forefront of modern design, the internationally awarded KWC ONO highflex[®] provides a mix of superior functionality and stylish design. To meet a greater range of installation requirements, the performance-oriented faucet is now available in a 3-hole solution. An ideal choice for the semi-professional kitchen, the KWC ONO highflex[®] successfully combines simple, elegant design with a professional pull-out spray head featuring unprecedented flexibility. The highflex[®] hose is easily operated and immediately returns to its original position after use.

Innovative material

highflex[®]
extended water system



KWC SUPRIMO

A faucet with minimalist appeal, the KWC SUPRIMO offers unsurpassed quality, endurance and comfort. The updated KWC SUPRIMO features LUMINAQUA[®] Advanced Light Technology,



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making cooking entertaining and simplifying cleaning. With agreeable proportions and stainless steel housing, this classic KWC design is now offered in a 2-hole solution, allowing installation in a wider variety of sinks. In the 2-hole version, a single lever operates with a 360 degree radius, and a pull-out spout that permits improved flexibility.

Innovative technology

LUMINAQUA®
Advanced Light Technology



KWC eve

A shining star in kitchen design, the award-winning KWC EVE continues to impress with its subtly illuminated stream of water, thanks to the LUMINAQUA® Advanced Light Technology. With the push of a concealed button, the powerful and long-lasting, transparent LED light ring, integrates with KWC EVE's pull-out spray from the slender swivel spout. To date, the KWC EVE has only been available in chrome or stainless steel finishes. However, with the addition of two new finishes – glacier white and black chrome-plated – the KWC EVE is prepared to meet the style demands of today's modern home, while addressing the functional needs of the home chef. The



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black finish suggests a stylish, noble appearance, while the glacier white finish evokes purity and clarity. With the new finishes, the KWC EVE offers additional creative flexibility when designing contemporary kitchens.

Innovative technology

LUMINAQUA®
Advanced Light Technology

International awards

Since its launch, KWC EVE has received several leading international design awards including: the red dot design award 2005, the Design Prize of the Federal Republic of Germany 2006 and the IF product design award 2006.



reddot design award
winner 2005



DESIGNPREIS
2006

NOMINIERT



product
design
award

2006 ■



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KWC ONO

stainless steel



KWC SUPRIMO

stainless steel



KWC EVE

stainless steel



KWC EVE

chrome

KWC soap dispensers

Beyond the recent product extensions, new soap dispensers have been introduced as a practical addition for homeowners. Designed to complement the appearance of the KWC ONO, KWC SUPRIMO, KWC EVE, the soap dispensers represent the company's emphasis on modernization and keen attention to detail.