

## Press Information

New Classic Product Portfolio for Bath and Kitchen

### **Axor Montreux: Authenticity in Perfection**

*Schiltach, October 2016.* Drawing from an era of increasing prosperity and dynamic modernization, Axor and the Stuttgart-based Phoenix Design Studio have created a bath and kitchen collection in the style of the first industrially manufactured fittings. With authentic forms and defining design features of the early 20th century, Axor Montreux is an iconic collection that stylistically reflects on a time of scientific and cultural change. Functionally, it delivers the highest qualitative standards and acknowledges the technological advancements of the age. Axor introduces its newest classic collection at the Interieur Kortrijk in Belgium from October 13-23.

„The style and industrial production methods of the early 20th century still hold value today. We have re-interpreted these features with great precision and workmanship to offer our customers the best in design and functionality – in the bathroom and, for the first time, in the kitchen“, Silke Giessler, Head of Axor Brand Marketing, comments on the market launch.

#### **The Evolution of Industrial Design**

Reminiscent of the archetypical design of the first industrially manufactured bath and kitchen fixtures, Axor Montreux is characterized by additive forms and charming stylistic detailing. Industrial design elements, such as pipes and valves, were not only combined with classical details (e.g. delicate cross handles and ceramic inlays), but also with contemporary lever handles. A unique reminiscence of this time also includes a bridge variant of the three-hole washbasin mixer. With cross

handles and authentically labeled ceramic inlays it is a genuine reminder of the first industrially manufactured fittings.

## **Technologically Advanced**

Functionally speaking, Axor Montreux stands for technological advancement: state-of-the-art technology and engineering turn taps, shower pipes and accessories into charming and innovative re-interpretations of the 20<sup>th</sup> century without compromising comfort. The first classical kitchen taps from Axor allow for maximum operability around the sink with swivel and pull-out spouts. In the bathroom, taps with lower and higher spouts now accommodate different comfort zones. Ease-of-use is also evident in the new Axor Montreux Showerpipe: operating elements for overhead and hand shower are separated with ergonomic lever handles.

Authentic, precise design and state-of-the-art industrial manufacturing processes characterize the new bath and kitchen taps; the latter is evident in the distinctive finishes that the collection is available in: chrome and nickel. Nickel is applied using the highly intricate PVD (physical vapor deposition) technology, by which a coating is applied in a vacuum using steam. This leaves the fixtures extremely scratch and abrasion resistant.

\* \* \*

*Axor successfully realises "Designer Visions for Your Bathroom". In cooperation with Axor, leading architects, interior and product designers develop their vision for the bathroom as a living space. The Axor Collections offer a great number of unique and sustainable solutions to create personalised bathrooms of the highest aesthetic and technological levels. To date, Axor design partners include Barber & Osgerby, Ronan and Erwan Bouroullec, Antonio Citterio, Front, Jean-Marie Massaud, Nendo, Phoenix Design, Philippe Starck, and Patricia Urquiola. They all contribute towards making life in and around the bathroom more meaningful and beautiful.*



Find out more about Axor on  
[www.facebook.com/axor.design](http://www.facebook.com/axor.design)  
[www.twitter.com/hansgrohe\\_pr](http://www.twitter.com/hansgrohe_pr)



### **Design Leader in the Sanitation Industry**

In the current ranking of the International Forum Design (iF), Hansgrohe SE ranks in 10th position among 2,000 listed companies. With 860 points, the Schiltach-based bathroom mixers and shower specialist outperforms brands such as Apple, Daimler and Nike and leads the design hit list in the sanitation industry  
[www.hansgrohe.com/design](http://www.hansgrohe.com/design)

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## Picture Overview

### Axor Montreux Kitchen & Bath Additions



Axor Montreux\_Washbasin\_Cross Handles

**Copyright:** Kuhnle & Knoedler for Axor / Hansgrohe SE



Axor Montreux\_Washbasin\_Lever Handle

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Axor Montreux\_Washbasin\_3 Hole Bridge

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Axor Montreux\_Washbasin\_3 Hole\_Cross Handles

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A unique reminiscence of this time also includes a bridge variant of the three-hole washbasin mixer. With cross handles and authentically labeled ceramic inlays it is a genuine reminder of the first industrially manufactured fittings.



Axor Montreux\_Showerpipe

**Copyright:** Kuhnle & Knodler for Axor / Hansgrohe SE

Functionally speaking, Axor Montreux stands for technological advancement: state-of-the-art technology and engineering turn taps, shower pipes and accessories into charming and innovative re-interpretations of the 20th century without compromising comfort. The new Axor Montreux Showerpipe, for example, separates the operating elements for overhead and hand shower with an ergonomic lever handle.



Axor Montreux\_Bathtub\_Lever Handles\_Water

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Just how elegant the interplay between precision and ease-of-use can be, is evident in the Axor Montreux bathtub fitting: a clearly labeled converter allows an easy switch between hand shower and bathtub filler.



Axor\_Montreux\_Single\_Lever\_Kitchen\_Mixer

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The Axor Montreux single lever kitchen mixer allows for easy operation in the kitchen with an ergonomic lever handle; also available with a pull-out spout, these new kitchen mixers combine classic design with functional ease and comfort. Both mixers are rotatable; the version with the pull-out spout additionally features two spray types for washing and rinsing work flows.



Axor\_Montreux\_Single\_Lever\_Kitchen\_Mixer\_Pull-Out\_Spout

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Axor\_Montreux\_Single\_Lever\_Kitchen\_Mixer\_Semi-Pro

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For semi-professional chefs, Axor Montreux introduces a Semi-Pro Kitchen Mixer that is rotatable up to 360°, features two spray types for washing and rinsing work flows, and the characteristic lever handle for easy volume and temperature regulation.

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