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NEW PRODUCT

KWC ZOE Bath: Elegant, modern design of iconic kitchen faucet finds a home in the bath with new faucet collection

NORCROSS, GEORGIA (MARCH 18, 2015) — KWC America is bringing the distinctive, contemporary styling of its iconic KWC ZOE kitchen faucet to the bathroom with the introduction of a luxury lavatory faucet and shower valve collection with the identical name. As a result, designers and their clientele can now extend the same minimalist, yet sculptural design concept throughout an entire living space.

Intended for private residences, hotel guest rooms and washrooms, the new KWC ZOE Bath faucet range was designed by NOA Design Studio of Aachen, Germany, designers of the KWC ZOE Kitchen Faucet. The new bath collection includes three options for the lavatory: single-lever and two-handle, widespread basin-mounted models, as well as a single-lever, wall-mounted unit. The spout on the latter model is a straightened version of the two basin models, whose design echoes the same elegantly curved shape of the original kitchen faucet.



KWC ZOE Bath Widespread lavatory faucet: \$975 in a chrome finish (list).



KWC ZOE Bath Single-lever lavatory faucet: \$750 in a chrome finish (list price).

“KWC ZOE has a comfortable, contemporary look that will integrate smoothly into a wide variety of bathroom décors,” says KWC America President David Delle Monache. “We’ve already seen designers place KWC ZOE in traditional as well as modern kitchen environments, and always to excellent effect.”

Also included in the new KWC ZOE Bath collection are a bathtub spout and a choice of four shower valve trim kits: two thermostatic models (with and without diverter, depending on whether the application is for shower only or for a tub-shower); and two pressure balance models (again, with and without diverter). Both types of shower valves are intended to keep the water in the shower at a safe temperature.

USER-FRIENDLY FUNCTIONALITY: In addition to its unique shape and striking aesthetics, the KWC ZOE Bath collection offers a number of user-friendly functions:

- continued on next page -

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KWC ZOE BATH, *continued*

- **Swivel spout:** Like its kitchen counterpart — but unlike most bath faucets — KWC ZOE Bath features a spout that rotates 90 degrees, or 45 degrees in either direction from its center point. The intent is to make it easier to rinse soap, toothpaste and the like from the basin without splashing the countertop and its surroundings. But this lateral movement also enhances the sculptural qualities of the faucet. “Turning the spout transforms the KWC ZOE into a dynamic sculpture,” says KWC Product Services Manager Brian Hinson. “With every slight movement, a new and interesting shape results.”
- **Easy to keep clean:** The basin-mounted models of the new KWC ZOE Bath have only one major seam, positioned at the swivel point of the spouts. Fewer interfaces and joints, combined with smooth transitions between the faucet’s various shapes, are all part of the modern look of KWC ZOE. But these design characteristics also offer the practical advantage of making the faucet easier to clean.
- **Simple lever design:** Like its kitchen predecessor, the single-lever lavatory model operates with a slender pin lever, whose darkened tone is designed to blend into the background and not draw attention from the faucet’s stately spout, which measures 9-1/8 inches tall. The pin lever near the base of the spout moves smoothly and precisely in three different directions to control both flow and temperature. The latter is modulated by pulling the lever forward for colder water, or pushing it back for hot — exactly opposite the way many lever faucets work. This common-sense feature is designed to protect users — especially young children — from coming into contact with excessively hot water.
- **Neoperl spray:** All three lavatory faucets are equipped with a pressure-compensating, Neoperl aerator that features a water-saving flow rate of 1.5 gallons per minute. In the near future, KWC expects the faucets to earn the WaterSense label, given only to bath and shower products that have been independently tested and certified to use at least 20 percent less water than average products — without sacrificing performance or quality.

Available in two finishes, chrome and splendure™ stainless steel, the KWC ZOE Bath series will be available through select dealers nationwide until July 1, when it will be made available to all KWC showrooms. The series will expand to include other faucet, tub and shower products later this year. According to Delle Monache, “This new collection is third in a series of five planned product-line introductions for the bath. With five lines by year-end, KWC is moving towards a leadership position in the North American luxury bathroom market, a position already held by KWC in the Swiss market.”

- **For more information on KWC ZOE Bath**, please visit: www.kwc.us.com.
- **For editorial assistance**, contact John O’Reilly at O’Reilly DePalma; tel.: 815.469.9100; e-mail: john.oreilly@oreilly-depalma.com
- **Hi-res versions of photographs to accompany this release** are available for immediate download in .tif format by using this link: <http://kwc.oreilly-depalma.com/2015/zoe-bath-faucet.html>.

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KWC ZOE BATH SERIES: LIST PRICING

PRODUCT NAME	MODEL NUMBER	CHROME FINISH	SPLENDURE FINISH
SINGLE-LEVER LAV FAUCET	12.201.131.000, -127	\$750	\$1,050
WIDESPREAD LAV FAUCET	12.203.151.000, -127	\$975	\$1,365
WALL-MOUNT LAVATORY	11.202.034.000, -127	\$800	\$1,120
WALL-MOUNT LAVATORY ROUGH IN	39.003.400.000	\$200	\$200
PRESSURE BALANCE TRIM KIT NO DIVERTER	21.204.140.000, -127	\$400	\$560
PB TRIM KIT NO DIVERTER ROUGH IN	K.38.P4.06.931.2310	\$225	\$225
PRESSURE BALANCE TRIM KIT DIVERTER	21.204.240.000, -127	\$460	\$644
PB TRIM KIT DIVERTER ROUGH IN	K.38.P4.04.931.2310	\$295	\$295
THERMOSTATIC TRIM KIT NO DIVERTER	21.204.230.000, -127	\$690	\$966
TS TRIM KIT NO DIVERTER ROUGH IN	K.37.93.61.931.3810	\$480	\$480
THERMOSTATIC TRIM KIT DIVERTER	20.204.230.000, -127	\$740	\$1,050
TS TRIM KIT DIVERTER ROUGH IN	K.37.93.61.931.3810	\$480	\$480
BATHTUB SPOUT	26.201.073.000, -127	\$325	\$455

ABOUT KWC

KWC is a leading supplier of luxury kitchen and bath faucets, shower systems and accessories in North America. For more than 140 years, KWC has defined Swiss Excellence and is proud to be the first faucet manufacturer in Switzerland to receive the ISO 9001 Quality Assurance Certificate. That KWC faucets are still designed and manufactured in Switzerland is our guarantee of the expertise and skill of the workforce, the constant refinement of tried-and-tested technologies and a consistently high-quality product. For more information, visit: www.kwc.us.com. Or call: 678.334.2121.

