

Press release 3-2016

KWC wins three more prestigious design awards

Since it was launched, the KWC ZOE faucet range has been lavished with design awards.

Swiss faucet brand KWC is celebrating the addition of no fewer than three significant design prizes to its collection – this time for the new bathroom series of the KWC ZOE faucet line.



Top rankings year after year

With the KWC ZOE *kitchen* faucet having already clinched three awards for its outstanding design when it made its debut on the market in 2013, the three new accolades offer further impressive evidence that this faucet range is truly in a class of its own.

This time it is the turn of the KWC ZOE *bathroom* faucet, released last year, to receive honours – in the form of the **Good Design Award 2015-2016**, the **German Design Award 2016** and the **iF Design Award 2016**!



Design: NOA GbR Lammel&Illert – Michael Lammel

Jury's assessment (German Design Award 2016 – Excellent Product Design)

"The unmistakably elegant design of KWC ZOE calls forth an association with the natural shape of a parabolic jet of water. The faucet ingeniously combines functionality and aesthetics in the bathroom and serves as an icon for a contemporary oasis of well-being. It unquestionably belongs to the premium segment and redefines the idea of aesthetic opulence for bathrooms. Every aspect and every curve of the product expresses modern luxury."

Testament to design expertise

The awards not only underline the quality of the design of this faucet range, they also attest to the philosophy that underpins the KWC brand – the belief that a faucet is far more than simply a water dispenser. KWC makes it possible for people to consciously engage with water, life's most vital resource, in the kitchen and bathroom. This is something it has been doing for more than 100 years with its elegant, precision-perfect products and solutions, winning over people across the globe with high-quality faucets and thus enabling them to enjoy unparalleled harmonious experiences with water.



Swiss Water Experience



"We set great store by how juries of independent experts rate our products. These acknowledgements are not only a testament to our design expertise, but also an important indicator of whether we – with concepts such as KWC ZOE – have successfully captured the spirit of the age while keeping the future in our sights."

*Adrian Hunn, Head of Marketing & International Sales
KWC, Franke Water Systems AG*

www.kwc.ch

KWC ZOE – the comprehensive faucet line for kitchens, bathrooms and showers

KWC ZOE for the bathroom



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07_KWC ZOE 3-Loch m.A...

04-06

The KWC ZOE faucet line was created for extraordinary bathrooms. With its distinctive aesthetics, functionality and premium quality, it is clearly and uniquely a cut above the rest: its simple yet sophisticated shape conjures up images from nature and embodies the purity of natural waterways.

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The unconventional way in which the KWC ZOE design has been implemented in the classic 3-hole basin faucet marks a revival of the traditional two-handle faucet concept. Cold and hot water is released by gently turning the small yet handy lever on the round, clearly defined operating element, allowing the flow of water to be controlled and regulated with supreme precision. Points of contact have been kept to a minimum – to ensure maximum hygiene. The sculptural body of the faucet can be swivelled 90° and exudes sheer elegance and dynamism. The result is a thoroughly impressive concept, both functionally and aesthetically, and one which now has three awards to its name.

KWC ZOE for the kitchen



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03b_KWC ZOE TLP_1114...

01-02

As soon as it was launched, KWC ZOE for the kitchen achieved recognition for its outstanding and exceptionally innovative design with the prestigious “Design Plus powered by ISH 2013” award. The faucet was also presented with the “Product Innovation Award (PIA) 2013” by the American trade magazine Architectural Products, as well as receiving the high-calibre German Design Award “Special Mention 2014”.

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Electronically controlled faucets will play a key role in the kitchens of tomorrow – and KWC ZOE touch light PRO is already perfectly programmed for the future. It has recently won the “Best of KBIS” award at KBIS, one of the foremost international kitchen trade fairs, in Las Vegas.

The operating principle couldn't be simpler – KWC ZOE touch light PRO responds intuitively to a brief touch and can be programmed to suit users' personal requirements. A light ring indicates the chosen water temperature.



KWC Swiss Water Experience

KWC represents 140 years of expertise in water management. KWC faucets are a byword for first-class intelligence in the bathroom and kitchen. With sustainable technologies, exquisite quality and innovative design, the leading Swiss faucet manufacturer has made a name for itself across the globe.

KWC has belonged to the Franke Group since 2013 and is a brand of Franke Water Systems AG in Aarburg. Its head office and production site are based in Unterkulm, Switzerland. From here, KWC exports its quality faucets to over 50 countries across five continents.

www.kwc.ch

More information

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