

Press Information

Shower for the freshest thinking

New research reveals 72% of people experience new ideas in the shower. Research from Hansgrohe and psychologist Scott Kaufman identifies the refreshing link between showers and creativity

Schiltach/Milano, April 2014. Have you experienced new ideas, fresh thinking and improved creativity as a result of your daily shower? A new survey conducted on behalf of Hansgrohe shows that 72% of the globe has so you're not alone; in fact, 14% of people have showers with the only reason being to generate new ideas.

The survey, developed for the launch of the new extended Raindance Select shower range from Hansgrohe, reveals that the feel of the water together with the tranquility of the shower experience and being alone helps generate new ideas and fresh thinking. The Raindance Select shower range allows you to choose hard, soft or massaging jets at the push of a button - enhancing your shower experience and hopefully your creativity. Other interesting findings from the survey include:

- People spend an average of 70 minutes in the bathroom each day
- Women spend longer in the bathroom with an average of 73.39 minutes versus men's average of 67.08 minutes
- 25-34 year olds shower most often and 55-64 year olds shower least often
- Across all countries, more members of the younger age groups (18-24 and 25-34) showered specifically for new ideas, fresh thinking or problem solving

Scott Barry Kaufman Ph.D., a cognitive psychologist and expert in the field of creativity, commented: "It's both surprising and fascinating to learn that people are more creative in the shower than they are at work, with Hansgrohe's findings reinforcing existing research on the importance of relaxation for creative thinking. The relaxing, solitary and non-judgmental shower environment may afford creative thinking by allowing the mind to wander freely, and causing people to be more open to their inner stream of consciousness and daydreams."

Richard Grohe, Deputy CEO of Hansgrohe, said: "As one of the leading innovators in the sector, at Hansgrohe we firmly believe that you get great ideas under a great shower. We are delighted to offer our customers the new extended Raindance Select range which is yet another example of our attention to detail and quality. We're among the first in the industry to produce a button to change jet sprays, offering convenience and a truly bespoke shower experience."

Hansgrohe's Raindance Select shower range offers a choice of three jet sprays at the touch of a button (Rain, RainAir and Whirl) – blending innovation and design with convenience. 'Gentle' and 'strong' shower rain together with a 'massaging' spray offer a bespoke shower experience for consumers and Hansgrohe is proud to be among the first companies to offer this innovation.

For more details please visit <http://hansgrohe-int.com/select>.

Notes to editors

The consumer survey, commissioned especially for the SELECT launch, interviewed 4,000 people aged 18-64 across eight different markets online (Brazil, China, France, Germany, South Africa, Spain, the UK, and the USA). The survey was conducted by ICM Research (London).



Dr_Kaufman_01



Richard_Grohe_01



1381 Hansgrohe select infographic 01

Within the international Hansgrohe Group, Hansgrohe is the premium brand for bathroom and kitchen fixtures, showers and shower systems as well as thermostat and plumbing technology. Winners of numerous awards throughout the world, the brand's products stand for modern technologies, innovative design and a superlative level of functional quality. This explains the success of the brand as a market leader in the shower segment and as one of the leading manufacturers of fixtures. With inventions such as the shower bar, adjustable spray types, the QuickClean function, the AirPower or the EcoSmart technology as well as the convenient Select technology, Hansgrohe is regarded as one of the leading innovators in the international sanitation industry.



Find out more about Hansgrohe SE and its brands Hansgrohe and Axor on www.facebook.com/hansgrohe and www.twitter.com/hansgrohe_pr

Further information: Hansgrohe SE
 - Public Relations -
 Sami Munter
 Phone: +49 (0) 7836/51-3659
 Fax: +49 (0) 7836/51-1170
 E-Mail: public.relations@hansgrohe.com
www.hansgrohe.com