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How is Hansgrohe integrating sustainable design and water-saving technologies into product innovation and production processes?

At Hansgrohe, sustainability is a core design principle embedded across the product lifecycle—from ideation to end use. Guided by its ECO 2030 vision, the company aims to significantly reduce water and energy consumption while preserving superior user experience. This means creating products that use less water without compromising comfort, supporting resource efficient living in residential and hospitality settings.

On the manufacturing side, Hansgrohe is shifting to more responsible production by cutting carbon emissions, improving energy efficiency, and increasing recyclable material use. The company also prioritizes longevity and durability to reduce waste and replacement cycles. This integrated approach strengthens Hansgrohe's contribution to water stewardship and aligns with India's growing demand for sustainable infrastructure.

How is Hansgrohe applying low-flow engineering, EcoSmart/AirPower, material durability, and lifecycle design to enhance sustainability?

Hansgrohe's approach to innovation is centered on achieving maximum performance with minimal resource consumption, enabled through a suite of intelligent technologies. EcoSmart, for instance, reduces water usage in faucets and showers by up to 60%, with basin mixers using as little as 5 litres per minute, while maintaining a consistent and comfortable flow. Complementing this, AirPower technology enriches water with air, creating fuller, softer droplets that enhance the sensory experience while using significantly less water.

Importantly, this philosophy extends beyond fittings to sanitaryware as well. Hansgrohe's modern toilet systems are engineered with optimised internal geometries and advanced flushing technologies such as AquaHelix, enabling efficient flushing with as little as 4.5 litres per flush, compared to significantly higher consumption in conventional systems. This ensures effective hygiene and performance while substantially reducing water usage at a systemic level.

In parallel, the company adopts a lifecycle design approach, focusing on durability, ease of maintenance, and recyclability. High-quality materials and precision engineering extend

product longevity, reducing the need for frequent replacements and lowering environmental impact over time.

By integrating these innovations, Hansgrohe ensures that sustainability remains intuitive for the end user, where reduced consumption does not come at the cost of comfort, but is instead embedded seamlessly into the everyday water experience.

How is Hansgrohe driving ESG, responsible sourcing, and circularity in India's sanitary-ware sector?

Hansgrohe proactively shapes ESG awareness within the bathroom and sanitaryware ecosystem in India by collaborating with architects, developers, and hospitality stakeholders. Through knowledge-sharing initiatives and partnerships, the company encourages the adoption of water-efficient solutions and sustainable design practices at scale.

In terms of sourcing, Hansgrohe is committed to responsible procurement, working closely with suppliers to ensure compliance with environmental and ethical standards. The company also promotes circularity by focusing on recyclable materials, reducing packaging waste, and continuously exploring ways to close resource loops within its operations. ■