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hansgrohe at KBIS

CELEBRATING THE BEAUTY OF WATER

1 (800) 247-4302
INFO@CZARNOWSKI.COM



Challenge

To support hansgrohe, a premium bathroom and kitchen fixtures designer, in rolling out its new products at KBIS—purposefully showcasing its latest luxury line AXOR in a unified, yet distinct way.

Solution

A captivating experience complete with seven working showerheads, high-end finishes and a halo-lit display wall—conveying cohesion and distinction for hansgrohe and its luxury line AXOR.



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In the bathroom and kitchen universe, hansgrohe is synonymous with high quality. So when this 120-year-old pioneer of beautiful faucets and showerheads wanted to return to KBIS following a several-year absence, we knew they needed something truly remarkable to showcase the future of the brand.

The Kitchen & Bath Industry Show (KBIS) is North America's largest K&B tradeshow; an expansive event attended by over 600 of the leading players in the industry. It's full of new and established brands clamoring for attendees' attention.

Together with hansgrohe, we created a 20x20 space that supported their fixture designs in a bold and creative way to make an impact from the moment people entered. This included high-end finishes, couture lighting, clean graphics and seven working showerheads—all conceptualized to support the quality of hansgrohe and the beauty of the AXOR product line.

We were able to successfully draw a line between AXOR and hansgrohe, letting AXOR stand apart and showcase its unmistakable brand personality. The result was a booth that was packed for three days with a crowd of people waiting to get in.

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For a small floor plan, KBIS gave us some good challenges. The majority of hansgrohe's products come from Germany. Getting them to the US on time was crucial. In addition, creating the water pressure needed for seven working showerheads was also no simple task.

But we were able to overcome these issues with constant communication and follow-up. Our team met with hansgrohe at least a dozen times, listening to what they wanted and collaborating to find innovative ways to make it happen.





KBIS 2019 was such a success for hansgrohe that they're doing a bigger booth next year—bumping up to a 40x60 space. Because of our successful KBIS collaboration, we're also working on a couple of large permanent installation projects, including creating a new training facility install and dealer displays in over 600 locations.

With hansgrohe we were able to show that we're much more than just a custom exhibit house or labor company—we proved once again that we are a true partner to our customers, in the trade-show realm and beyond.