

Unterkulm, September 2021

## Press Release

### KWC AVA 2.0: the architects' favourite



KWC AVA 2.0 is a range of faucets with various options for modern bathroom applications. The line takes direction from the trending, soft aesthetic for contemporary bathroom furnishings. The fine, soft, yet straightforward design is restrained and leaves room for individual style.

**In 2010, KWC AVA was the faucet that built a bridge between the traditional product world and modern, design-oriented bathroom architecture. This made it a best-seller and a favourite among design-conscious architects and building owners.**

**In 2020, KWC AVA 2.0 once again masterfully represents current bathroom trends. This makes it an absolute favourite on the market.**

KWC AVA 2.0 moves toward soft aesthetics, a developing trend in contemporary bathroom furnishings. A fine, soft, and yet straightforward design blends mastery with restraint. It thus leaves free rein for individual style: unobtrusive, timeless elegance that testifies to stylistic confidence and speaks of quality and longevity. A quality that is noted even before operating the faucet, but most certainly when lifting the flat lever, feeling its guidance and movement: KWC AVA 2.0 wins you over right from the start.

#### **It wins you over right from the start**

- KWC AVA 2.0 is geared towards today and tomorrow's modern bathroom furnishings, offering more than you might expect at an attractive price
- The slender body inspires with carefully determined, perfect proportions
- The unique, extremely flat lever fits perfectly in the hand, the movement is natural, smooth, and light as a feather. Yet, at the same time, KWC AVA 2.0 is extremely robust and resilient
- Balanced soft cube design and seamless surfaces lend emotional and tactile appeal
- The CoolFix variant is an ecological economy programme with comfort. "Cold" as the middle position instead of "Lukewarm" intelligently reduces energy consumption in everyday life
- Wide assortment for the whole bathroom

## Everyday inspiration

- Spout height and projection provide a wide range of comfort at the washbasin
- Durable surfaces, thanks to a high-quality, sophisticated finish
- High-quality brass alloy guarantees hygiene and water quality
- Precise lift system for the drain



KWC AVA 2.0 lever-mixer



KWC AVA 2.0 trim kit



KWC AVA 2.0 bathtub lever-mixer

## This is what the experts appreciate

- Time saved during installation, thanks to connection aid (hot water) and quick installation kit
- Simple installation with threaded connection
- The Serial number on the housing allows easy traceability (maintenance)
- The Treplus platform reduces spare parts complexity

KWC AVA 2.0 – the favourite for modern bathroom architecture: high quality, clear, precise, durable, offering maximum comfort. Recognised with the Iconic Awards Innovative Interior 2021.



#### **KWC Group Ltd.**

**KWC Group Ltd. is an international premium manufacturer of taps and comprehensive sanitary solutions. In 2022, the brands belonging to the corporate Group, which are KWC, Franke Water Systems, DEKO and DVS, began operating under the name KWC Group Ltd. The Group manufactures high-quality products for domestic consumers, (semi-)public institutions and the medical sector at six locations throughout Europe and Asia. KWC Group Ltd. combines more than 150 years of tradition and innovation with advanced expertise in technology and materials coupled with superior design. Sustainability, hygiene, safety and enthusiasm are among the values that best describe the Group. The headquarters of KWC Group Ltd. are in Unterkulm, Switzerland. The Group employs more than 1,000 staff worldwide.**

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