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Press release

KWC presents style icons with a new look

KWC Group AG, a Switzerland-based international premium manufacturer of taps and a wide range of sanitary solutions, is paving the way for a successful future with its visuals and is presenting style icons from its product collection with new imagery. As part of the corporate design rebranding process implemented in collaboration with Strichpunkt from Stuttgart, the highlights from the „Home“ and „Professional“ ranges are showcased in a modern and sophisticated manner. Alongside the high product quality and precise functionality, the design plays a crucial role here.

The imagery supports the company's claim of presenting to a discerning target audience taps and systems with exceptional functionality for various requirements. The clear use of forms underlines the impression of the classic products and innovations, which combine tradition and state-of-the-art and keep up with the latest trends. The aim is to support KWC's motto „From pure conviction“ through visuals. This is done using features you will recognise from your personal life, your own home. For a professional look, the photographs show an interior architect, a chef or a ballet student, for example. The new photographic material will be used for the first time at the area30 trade fair for the kitchen industry in September 2022 in Löhne.

KWC continues a long tradition of exceptional taps with various features geared towards function, innovation and design. Many of the product icons were developed at the NOA design office in Aachen. The photographic campaign was devised and implemented by the tkhd consultancy company in Munich.



KWC ERA is the most minimalist tap, with a look based on a jet of water which falls back from a height in a parabolic curve due to the effect of gravity. The arc of stainless steel and water is complete when the water is running, creating a highly aesthetic sculpture. KWC ERA combines minimalist essentials with maximum performance.



KWC KIO is making history as an iconic tap paired with smart technology. Examples: The automatic shut-off after five minutes ensures long-lasting functioning, and health requirements are met thanks to the hygienic rinsing, while the one-handed operation is also hygienic yet functional. KWC KIO has a unique structure. A unibody holds a homogeneously integrated functional head. An intelligent pull-out unit with the two water functions of spout and spray head and a digitally controlled touchscreen display with one-handed operation. The product has a very eye-catching design – thanks to features including the colour-changing light ring that indicates the current water temperature. KWC KIO embodies KWC's topics of the future: Iconic design, performance, sustainability and smartness.



KWC ZOE is an unusual sculpture that seems to change shape depending on where you view it. The structure and design constantly create new dynamic and homogeneous statues when adjusting the spout in the initial position, a parabola that goes from the spiral to the helix – is based on the turning torso architecture of modern skyscrapers. It is a highly functional style icon for an exposed kitchen counter with exceptional performance. When rotated, the tap reaches all areas of the sink and other areas on the counter when the pull-out spray head is used. The built-in light is useful when working and makes KWC ZOE a perfect emotive illuminated object at dawn and in the evening.



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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