

## Kohler offers a new high in comfort and hygiene with the **Puretide bidet seat**

**With this launch Kohler strengthens the bidet segment in India**

**New Delhi, March 07, 2013:** Redefining luxury and reinforcing hygiene in the bathroom segment, **Kohler**, the global leader in kitchen and bath design, has yet again launched a differentiated product – the **Puretide bidet seat**. Marked by cutting-edge design and superlative build quality, this latest offering provides utmost hygiene in a comfortable manner for the entire family.



Puretide has a **retractable wand**, an **adjustable front and rear wash**, **water pressure control**, a **non-corrosive body** and **single easy-to-use lever** to control functions. An easy installation, Puretide perfectly fits on a variety of toilets. The ergonomically designed lever is very convenient to use. By simply twisting the handle to the right, the water flow can be controlled. By moving it downwards, the position of the spray can be adjusted between rear & front wash. Further, the seat is **easy to remove**, allowing for **ease in cleaning**. The **retractable wand cleans itself with excess water after every use**, thereby ensuring a hygienic experience for every member of the family, especially women & children.

The gentle cleansing offered by Puretide helps kids clean themselves more thoroughly and promotes awareness of the benefits of cleanliness; so concerned mothers can now stop worrying about their kids being in dirty, unclean bathrooms!

**Commenting on the launch of Puretide, Mr. Salil Sadanandan, Managing Director, Kohler Kitchen and Bath, India** said, *“At Kohler, we focus our efforts on designing products that enhance the lives of the customers, thus reinstating the spirit of ‘Gracious Living’ in everything that we do. The launch of Puretide is to further our endeavour of delighting customers with luxurious and hygienic solutions for their bathware needs. It exhibits minimalistic design and high end comfort for everyone in the family. Our intent in launching the bidet seat is to offer an improved and more gracious cleaning option to the consumer.”*

With a strong focus on ease of utility, this bidet seat does not require any electrical supply, but only needs direct water supply to provide an invigorating wash. It also helps in keeping the bathroom dry and clean, by reducing chances of water spillage. Puretide is available at Rs. 6500 across all Kohler outlets. For further information visit: <http://www.kohler.co.in/>

#### **About Kohler India**

Kohler launched its innovative range of bathroom products including toilets, lavatories, faucets, bathtubs, whirlpools and showers in India in May 2006. With its business headquarters based in Gurgaon, Haryana, Kohler India is expanding its operations across the country.

#### **About Kohler**

Founded in 1873 and headquartered in Kohler, Wisconsin, in the United States, Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations. Kohler Co. employs more than 31,000 associates on six continents, operates plants in 49 worldwide locations, and has dozens of sales offices around the globe. The company and each associate share in the mission to contribute to a higher level of gracious living for those who are touched by the company's products and services.

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