

## KOHLER LAUNCHES STANCE- LUXURY FAUCET RANGE

*A definitive expression of contemporary design*



Kohler Co. a global leader in kitchen and bath design and technology announces the launch of its Stance faucet collection in India. A definitive expression of contemporary design, Stance asserts itself with refined angles and strong architectural lines.

Kohler products always focus on design artistry and innovation to match the individual taste and décor of bathrooms. With this launch, the company has added another contemporary range to its product line in India.

The collection includes lavatory faucets, shower components and bath fillers that use innovative valve and trim options to combine clean form with ergonomic function. Stance faucets are a first to introduce an easy-to-use, single control bath filler, and shower components that promise striking designs suitable for modern living spaces

Commenting on the launch of Stance, **Salil Sadanandan, MANAGING DIRECTOR – K&B, INDIA** adds “Design and product usage have become the key drivers for consumers’ preference toward any faucet ranges. Keeping this in mind, Stance is purely created by Kohler for the comfort and convenience of consumers. The characteristics and features of this range add to its uniqueness of style and design and we are confident that it will be a huge success across the country.”

Stance will be available nationwide March onwards, with the lavatory faucet priced Rs. 33800 onwards.

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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