



hangrohe

Joleena Collection Customer Training Presentation

Designed for moments like this.

Agenda

- **Reason Why**
 - **VOC Results**
 - **The Design**
- **Product Overview**
 - **Offering**
 - **Features & Benefits**
 - **Positioning**
- **Marketing Tools**
- **Communication**

Reason Why

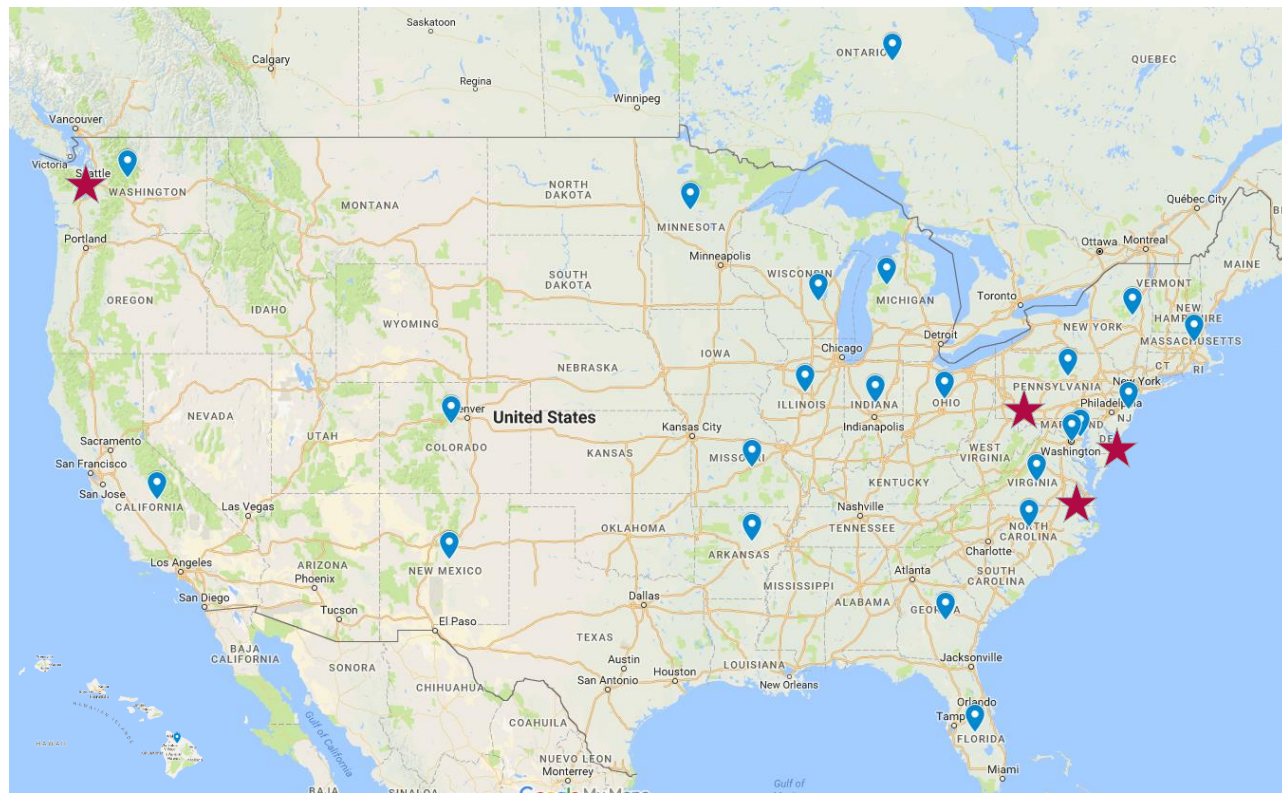
Voice of Customer



Respondent at
National Sales
Meeting interviews
(home location)



Respondent in field
VOC visit (in-person
interviews)



VOC Results

Evolution of Joleena

After all the data had been collected from the Voice of the Customer seasons it was time to go to work on the design.

The VOC data said the market demanded:

- Design – On trend with Transitional versatile design.
- Complete Collection – Cohesive design for both the kitchen and bath.
- Finishes – Five standard finishes available with no additional lead time.
- Quality – Exceeds our demanding technical and performance standards.

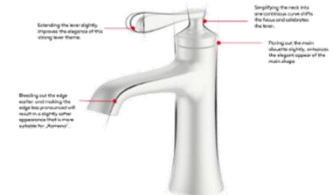


Developing the Design

Evolution of Joleena



Many concepts were developed and tested.



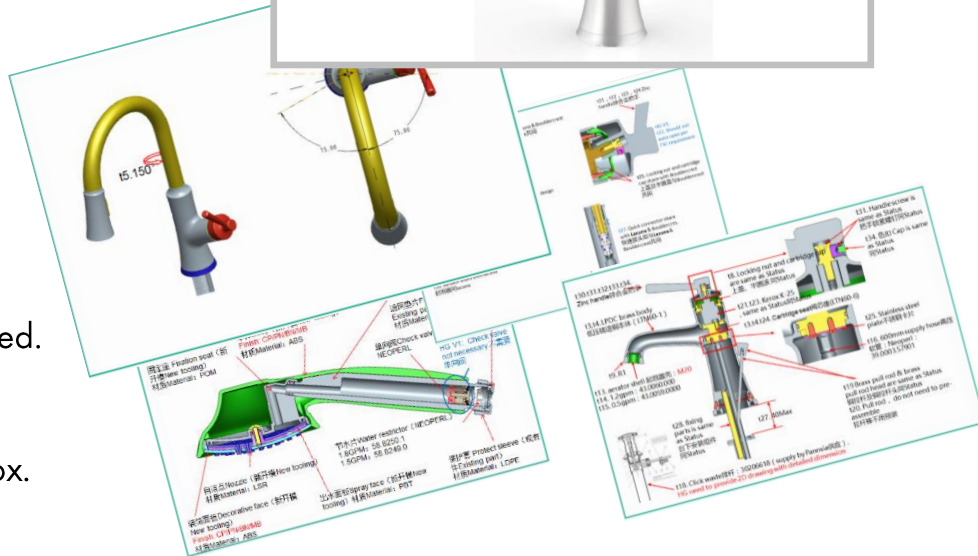
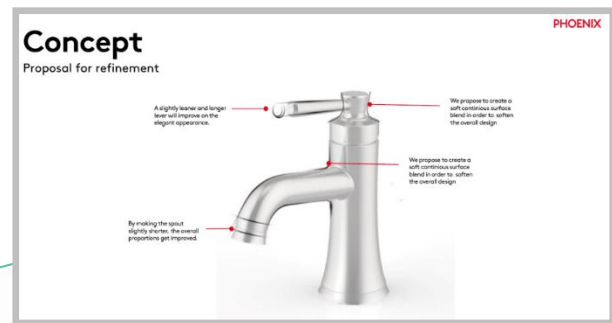
hangrohe's longstanding partnership with Phoenix Design paid off again. Their proven success with hangrohe collections like Pura Vida, AXOR Montreux and Select, enable our teams to collaborate on Joleena seamlessly.

Design and hansgrohe DNA

Evolution of Joleena

The U.S and German Product Development teams work together to make sure every part of Joleena lived up to our high standards of quality and performance.

- Rigorous testing to ensure quality from every component.
- New cartridges for the single lever lavatory was created.
- Spray testing on all shower products.
- Developed a new Pressure Balance Trim set for the iBox.



Product Overview

Bath



Product Overview

Bath Offering



**Joleena Widespread Faucet 100
with Pop-Up Drain, 1.2 GPM**

04774000 - Chrome
04774820 - Brushed Nickel
04774830 - Polished Nickel
04774670 - Matte Black



**Joleena Single-Hole Faucet 100 with
Pop-Up Drain, 1.2 GPM / 0.5 GPM**

04771000 / 04773000 - Chrome
04771820 / 04773820 - Brushed Nickel
04774830 / 04771830 - Polished Nickel
04774670 / 04773670 - Matte Black



**Joleena Widespread Faucet 230
with Pop-Up Drain, 1.2 GPM**

04772000 - Chrome
04772820 - Brushed Nickel
04772830 - Polished Nickel
04772670 - Matte Black



**Joleena Base Plate for Single-
Hole Faucet**

04778000 - Chrome
04778820 - Brushed Nickel
04778830 - Polished Nickel
04778670 - Matte Black

Product Overview

Bath Offering



Joleena 3-Hole Roman Tub Set Trim

04776000 - Chrome

04773820 - Brushed Nickel

04776830 - Polished Nickel

04776670 - Matte Black

Requires: 0660700 - Rough, 3-Hole Roman Tub Set



**Joleena 4-Hole Roman Tub Set Trim
With 1.75 GPM Handshower**

04777000 - Chrome

04777820 - Brushed Nickel

04777830 - Polished Nickel

04777670 - Matte Black

Requires: 06646000 - Rough, 4-Hole Roman Tub Set



**Joleena Tub Spout with Diverter
(Slip Fit)**

04775000 - Chrome

04775820 - Brushed Nickel

04775830 - Polished Nickel

04775670 - Matte Black

Product Overview

Bath Features

Transitional Design

Opportunity to penetrate growing transitional market. Timeless and universally appealing design.

Durable Construction

Made of solid brass for durability

Flex Hose

Braided flexible hoses included



Lever Handle

For better usability. Also suitable for those with limited dexterity. ADA Compliant.

Aerated Spray

Infused with air for more voluminous flow
Available at 1.2 GPM or 0.5 GPM
Quick Clean for easy removal of limescale

Pop-Up Drain

Metal drain included

Product Overview

Shower

Product Overview

Shower Offering



**Joleena Showerhead 150 1-Jet,
1.75 GPM / 1.5 GPM**

04780000 / 04781000 - Chrome
04780820 / 04781820 - Brushed Nickel
04780830 / 04781830 - Polished Nickel
04780670 / 04781670 - Matte Black



**Joleena Handshower 95 1-Jet,
1.75 GPM / 1.5 GPM**

04782000 / 04783000 - Chrome
04782820 / 04783820 - Brushed Nickel
04782830 / 04783830 - Polished Nickel
04782670 / 04783670 - Matte Black



Joleena Pressure Balance Valve Trim

04779000 - Chrome
04779820 - Brushed Nickel
04779830 - Polished Nickel
04779670 - Matte Black
Requires: 01850181 (iBox Rough-in)

Product Overview

Complimentary Shower Products



**Showerarm
Standard, 6"**

27411003 - Chrome
27411823 - Brushed Nickel
27411833 - Polished Nickel
27411673 - Matte Black



**Handshower Hose
Techniflex, 63"**

28276003 - Chrome
28276823 - Brushed Nickel
28276833 - Polished Nickel
28276673 - Matte Black



Showerarm Mount

04580000 - Chrome
04580820 - Brushed Nickel
04580830 - Polished Nickel
04580670 - Matte Black

Product Overview

Complimentary Shower Products



**Handshower Holder
Classic**

28324000 - Chrome
28324820 - Brushed Nickel
28324830 - Polished Nickel
28324670 - Matte Black



FixFit Wall Outlet

27458003 - Chrome
28276823 - Brushed Nickel
28276833 - Polished Nickel
28276673 - Matte Black



**Unica Wallbar Classic,
24"**

27617000 - Chrome
27617820 - Brushed Nickel
27617830 - Polished Nickel
37617670 - Matte Black

Product Overview

Accessory Offering



Joleena Towel Bar, 18"

04784000 - Chrome
04784820 - Brushed Nickel
04784830 - Polished Nickel
04784670 - Matte Black



Joleena Towel Bar, 24"

04785000 - Chrome
04785820 - Brushed Nickel
04785830 - Polished Nickel
04785670 - Matte Black



Joleena Hook

04788000 - Chrome
04788820 - Brushed Nickel
04788830 - Polished Nickel
04788670 - Matte Black



Joleena Towel Ring

04786000 - Chrome
04786820 - Brushed Nickel
04786830 - Polished Nickel
04786670 - Matte Black



Joleena Toilet Paper Holder

04787000 - Chrome
04787820 - Brushed Nickel
04787830 - Polished Nickel
04787670 - Matte Black

Joleena Shower Features

Shower Features

Transitional Design

Opportunity to penetrate growing transitional market. Timeless and universally appealing design.

Durable Construction

Handle and function block in brass.

iBox Universal Plus

Fits iBox Universal Plus and uses the standard hangrohe PBV cartridge w/bypass for a diverter tub spout (optional).



Showerhead (handshower)

Showerheads in 1.75 and 1.5 GPM
Option - Handshowers in 1.75 and 1.5 GPM. Pairs additionally with other C accessories, Showerarms, and SAM Holder.

Hidden Screws Installation

Standard Hangrohe rosette carrier for quiet, screw free rosette installation



Lever Handle

For better usability. Also suitable for those with limited dexterity.
ADA Compliant

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Product Overview

Kitchen



Product Overview

Kitchen Offering



**Joleena Semi-Pro Kitchen
Faucet
2-Spray, 1.75 GPM**

04792000 - Chrome
04792820 - Brushed Nickel
04792830 - Polished Nickel
04792670 - Matte Black



**Joleena HighArc Kitchen
Faucet,
2-Spray, 1.75 GPM**

04793000 - Chrome
04793820 - Brushed Nickel
04793830 - Polished Nickel
04793670 - Matte Black



**Joleena Bar Faucet,
1.5 GPM**

04795000 - Chrome
04795820 - Brushed Nickel
04795830 - Polished Nickel
04795670 - Matte Black



Joleena Soap Dispenser

04797000 - Chrome
04797820 - Brushed Nickel
04797830 - Polished Nickel
04797670 - Matte Black



**Joleena Base Plate for
Single-Hole Faucet**

04787000 - Chrome
04787820 - Brushed Nickel
04787830 - Polished Nickel
04787670 - Matte Black

Product Overview

Kitchen Features

Transitional Design

Opportunity to penetrate growing transitional market; larger pull down for easy handling

2 Spray Functionality and Pause Feature

Change between aerated and shower spray. **Pause** feature and spray diversion at the touch of a button.

Durable Construction

Made to last with Hansgrohe quality in mind



MagFit

Magnetic holder for almost silently sliding back of the hose and central positioning in the mixer spout.

QuickConnect

Easy installation requiring no tools with QuickConnect hose

Vertical Stop

No worries on handle hitting backsplash

Product Overview

Product Messaging

Key Messages:

- The Joleena collection has a transitional design and quality that will last for years to come.
- hansgrohe customers now have the flexibility to design for both the bathroom and kitchen spaces to fit any need.
- Popular finishes for today and tomorrow's styles available, including polished nickel and matte black.

Benefits:

- Durable, solid brass construction
- ADA compliant lever handle for better usability
- Offering high-efficiency options in bath (0.5 GPM) and shower (1.75 GPM)

Product Overview

Benefits by Target Group



Architect/Designer

- **Design** – On trend with Transitional versatile design.
- **Complete Collection** – Cohesive design for both the kitchen and bath.
- **Finishes** – Five standard finishes available with no additional lead time.
- **High-Efficiency** – Reduced flow rate product options for both faucets (0.5 GPM) and shower products (1.75 GPM).
- **ADA Compliant**



Plumber/Installer

- **Quality** – Made to last with hangrohe quality in mind.
- **Easy Installation** – Installation is simple and straightforward.

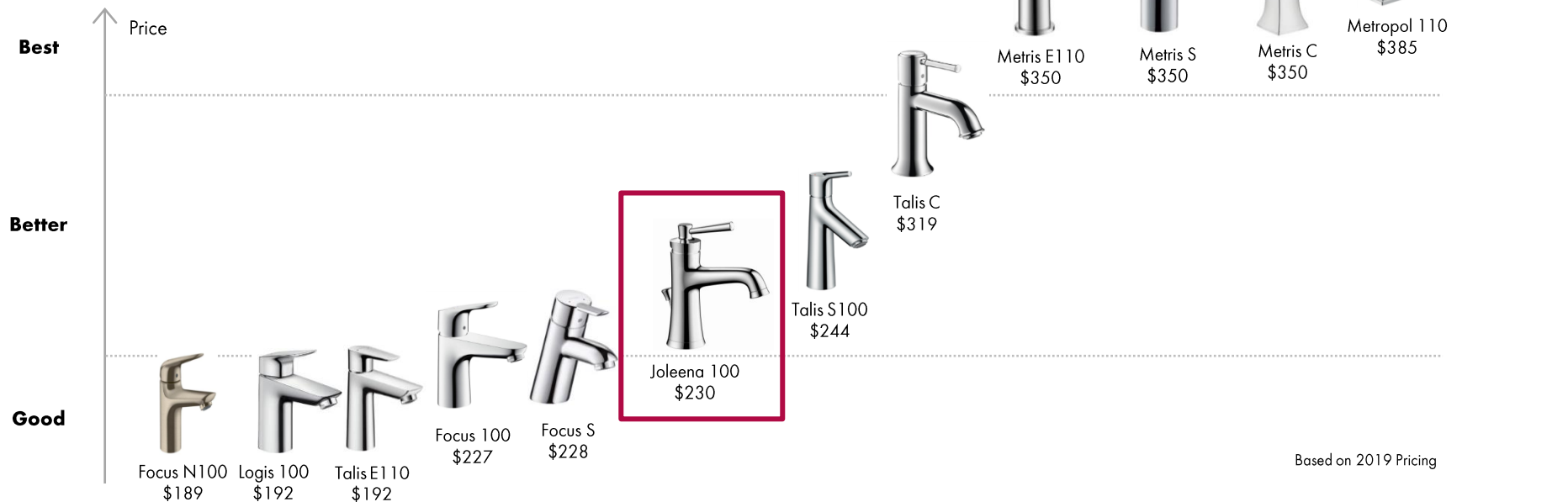


End-Consumer

- **Design** – Timeless design for years to come.
- **Complete Collection** – Cohesive design for both the kitchen and bath available in 5 standard finishes.
- **Quality** – Made to last with hangrohe quality in mind.
- **High-Efficiency** – Reduced flow rate product options for both faucets (0.5 GPM) and shower product (1.75 GPM).


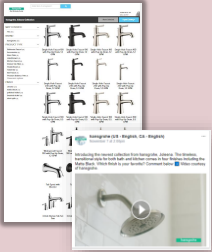








Product Overview

Product Placement



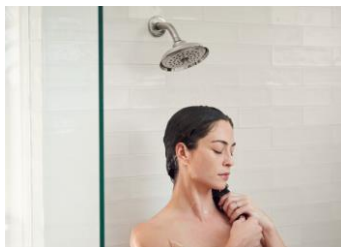
Marketing Tools

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Creative Assets (Photography/ Video)	Website/ Social/ Digital	Merchandising/ Displays	Training	Programs /Promotions
				
Tradeshows /Events	PR	Media	Literature/ Collateral	Communication
				

Creative Asset Overview

Photography



Creative Asset Overview

Photography



Creative Asset Overview

Photography

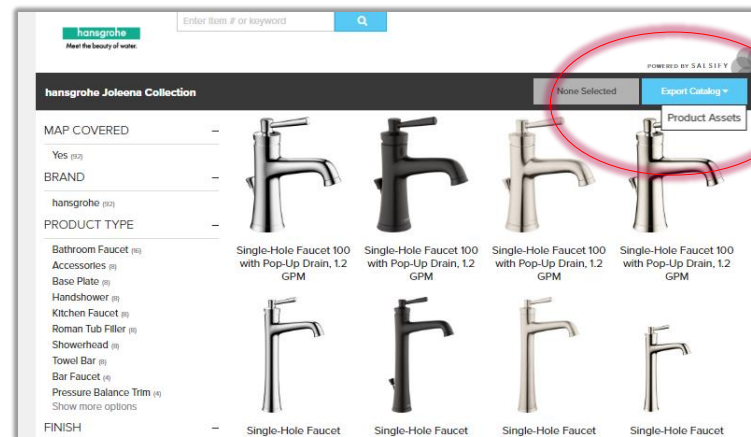


[Link to download all assets](#)

Creative Asset Overview

Photography

- To access images, click on:
 - Export Catalog
 - Product Assets
 - Input email address
 - Link provided in email



[Link to download all assets](#)

Creative Asset Overview

Videos



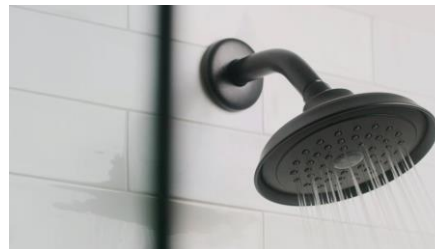
30 sec – Full Collection Video

[YouTube Link](#)



15 sec – Joleena Teaser Video

[YouTube Link](#)



15 sec – Joleena Bath Collection Video

[YouTube Link](#)



15 sec – Joleena Kitchen Collection Video

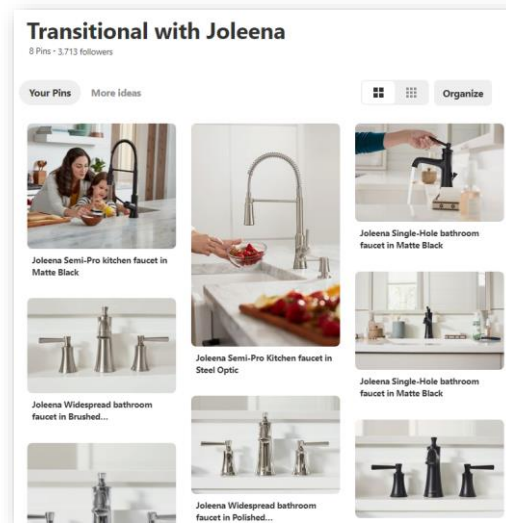
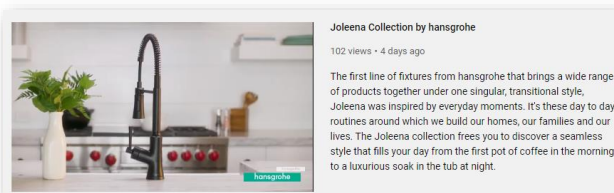
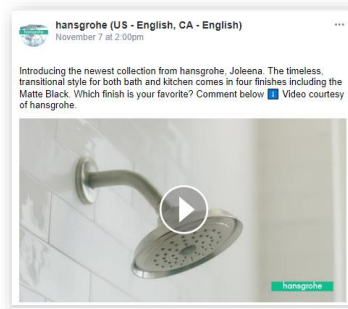
[YouTube Link](#)



[Link to download videos](#)

Social Media

- Hosted an Instagram takeover with designers from the High Point Designer Showhouse (Sept – Oct)
- Organic Posts across all platforms (Nov)
- Joleena Pinterest Board (Nov)
- Upload all videos to YouTube (Nov)

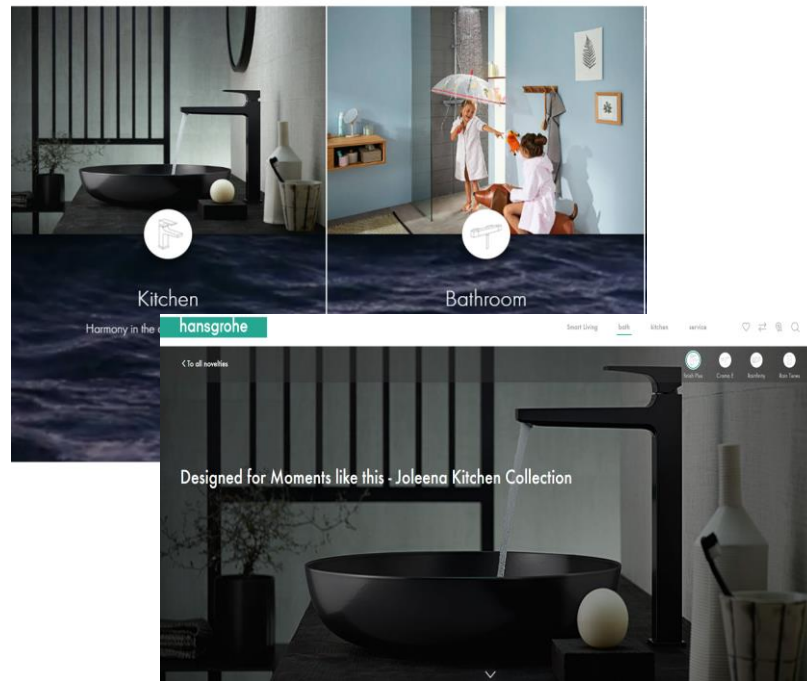


Website

- Joleena Product Pages
(Live now, navigation update 12/1)
- Updated Collection Landing Page
in development
- Additional pages specific to product type
(bath, kitchen)

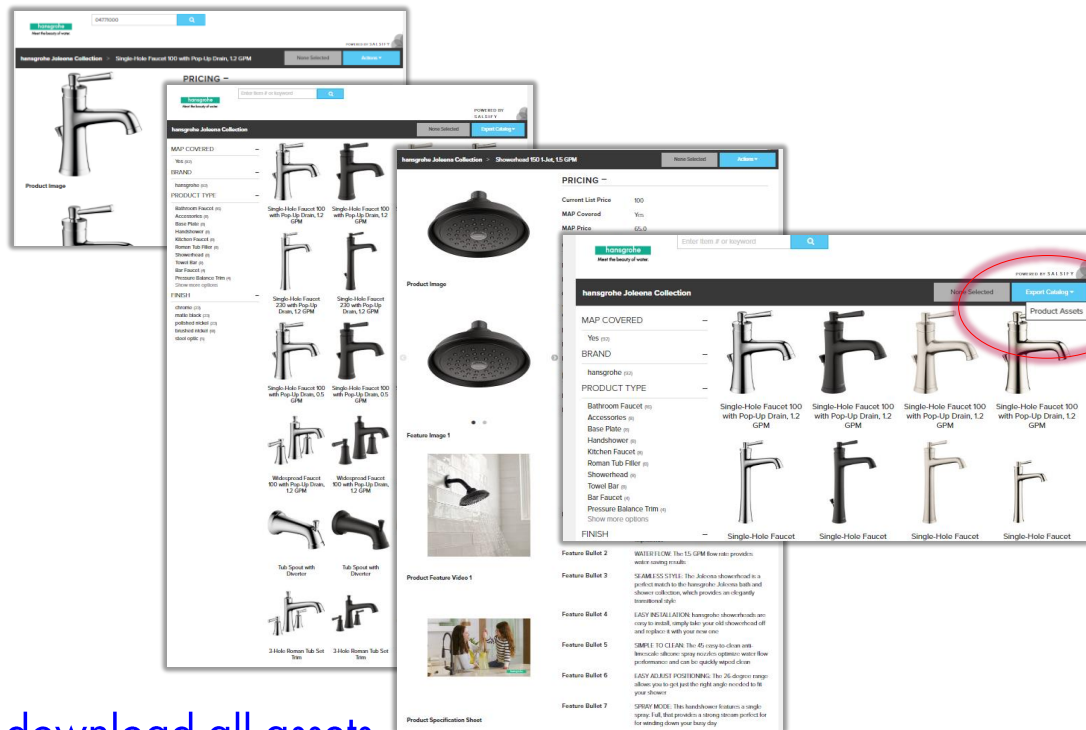
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Meet Joleena.



Digital Content

- Product data / content loaded via Salsify online catalog
- Browse collection, search by Model, view product specific information
- Download digital assets
- Download product data (12/1/19)
- Online Launch of 1/1/20



[Link to download all assets.](#)

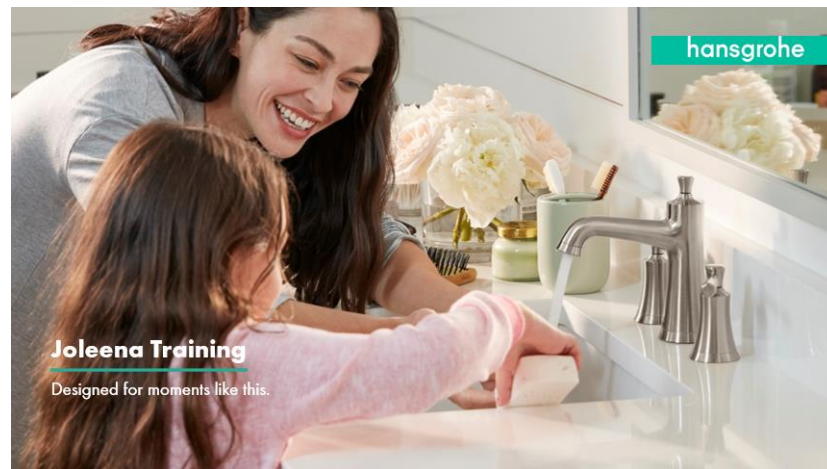
Displays

Orders can now be placed for Joleena updates (form available on Rep Login). Shipping in January.

	Joleena Product on Display				
04713000 12 ft' (\$50 net)	 MB	 PN	 BN	 PN	 BN
04714000 9 ft' (\$40 net)	 MB	 PN	 MB	 PN	 BN
04715000 6 ft' (\$30 net)	 MB	 PN	 MB	 PN	 BN
04716000 3 ft' (\$10 net)	 MB				 BN

Training

- **Customer Launch Presentation**
Available on Rep Login and will be provided via email to sales team
- **Aquademie/Training**
Included into the Aquademie training
- **eLearning Website (Rewards Program)**
Available by Jan 2020



Promotions

KBIS Launch

Stock Promotion

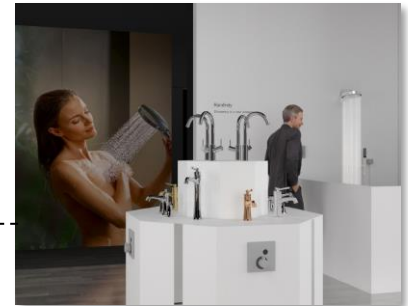
- **Dates:**
1/20 – 2/28/2020
- **Details:**
\$10K at 0.3848
\$20K at 0.3645

Rewards Program

- **Products available for submission by 1/1/2020**
- **Promotion via Rewards Program:**
1/20 – 3/15/2020
For every piece that is sold, the associate receives an additional 1,000 points – details coming soon.

Tradeshows/Events

- **DPHA 2019**
- **ProSource 2020**
- **KBIS 2020**



PR/Media

Support

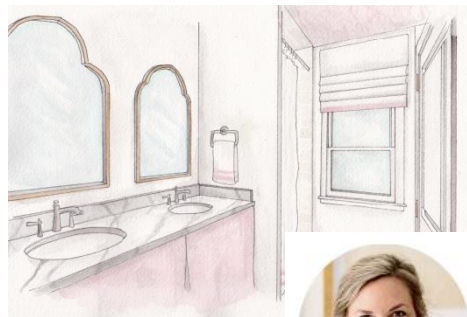
- **Press Release/Blast (Nov)**
- **Media Plan**
 - ASPIRE Home and Design (2x Issues)
 - KBB (Jan - KBIS Issue)
 - I+D (Nov/Dec - KBIS Issue)
- **Sponsorships (Designer Showhouse)**



Sponsorship Opportunities

High Point Designer Showhouse

- hansgrohe was the exclusive plumbing manufacturer for the Junior League with ASPIRE, media sponsor, [High Point Designer Show House](#) in High Point, NC.
- Dates: Oct 19th – Nov 3rd
- Inclusions:
 - 2x Full Page National Ads in ASPIRE (Winter 19' /Spring 20')
 - 1x Full Page Ad in the Show House Journal
 - 2 Opening Gala Tickets
 - 6 Run of Show Tickets



2nd Floor Bathroom –
Designer: Kate Hutchison



1st Floor Powder Room –
Designer: Elissa Gray



hansgrohe



Kitchen –
Designer: Allen & James



Master Bathroom –
Designer: Courtney McLeod



Literature



Pricebook

2020 - Jan



Joleena Brochure

2019 - Nov (Digital)



Joleena One Pager

2019 - Oct (Digital Only)



Bath Collections Brochure

2020 - TBD

Communication

External Communication

- Customer Launch presentation available on Rep Login for download
- KBIS email blast featuring Joleena (Direct Customers) – Dec 2019
- Joleena email blast to all Hansgrohe Rewards participants – Jan 2020
- Continuous social media support from @hansgroheUSA channels