

## PRESS INFORMATION

### **KEUCO AXESS, Design by Studio F. A. Porsche**

#### **Accessibility in the bathroom has never been so beautiful**

When Studio F. A. Porsche designs accessible bathroom products for KEUCO, the result is something unique: German engineering meets premium interior design.

What is striking about the entire KEUCO AXESS barrier-free range, Design by Studio F. A. Porsche, is the clear lines of all products - beginning with the folding support rail over the rail system for the shower and the grab rails, right through to the stool. The reduced design, focused on the essentials, combines aesthetics and barrier-free functionality in a stylish and innovative way. At the same time, the special functions are not directly apparent. This is where design lovers who want to see accessibility integrated in the bathroom will be surprised: products with a minimalist appearance - design that inspires.

#### **Good design has to be honest**

„It was our wish to meet the highest aesthetic demands and yet incorporate specific needs of a barrier-free bathroom system. Our aim was to develop accessible bathroom products from a completely new perspective. Timeless, very clear, aesthetic forms, permanently perceived as beautiful, even after many years. Independent of the spirit of time and trends and at the same time, beyond anything known so far. With the ambition of creating something special, right down to the smallest detail, and making it technically possible. A combination of German engineering and top-quality implementation in every respect.“ Christian Schwamkrug, Design Director Studio F. A. Porsche.

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### **Accessibility meets design: for high-quality bathrooms in the object and private sector**

KEUCO AXESS, Design by Studio F. A. Porsche, is designed for barrier-free bathrooms in the object and private sectors, e.g. in high-quality healthcare facilities such as hospitals and nursing homes, in hotels and in the home. KEUCO AXESS is a sustainable and cross-generational concept made of high-quality materials in a beautiful and timeless design. KEUCO AXESS stands for the comfortable and safe use of all areas of the bathroom - not only for the elderly, those in need of care or for people with a physical disability, but for all generations. Intelligent details support independence and autonomy in the bathroom; all types of people and age groups can benefit from comfort-enhancing functions. What is a useful aid for one person is an additional comfort for another, such as taking a shower whilst sitting down.

A barrier-free bathroom brings many advantages, regardless of age and physical constitution. A bathroom without barriers offers a special living value and quality of life, is comfortable, future-oriented and, thanks to the unique design of KEUCO AXESS, Design by Studio F. A. Porsche, is also visually extremely attractive. This makes barrier-free bathrooms become bathrooms for people of all ages and for all life situations. More and more building owners in the object sector, architects and planners and also private individuals, decide to renovate or refurbish, opt for barrier-free solutions. They do not only increase the level of comfort and safety in the bathroom, but also add to the value of a property - and with the unique design of KEUCO AXESS, even more so.

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### **Elegant on the wall: a folding support rail like no other**

Who says that good design has to stop at folding support handles? Studio F. A. Porsche has developed a strikingly beautiful and unique solution together with KEUCO - the special highlight of the barrier-free KEUCO AXESS range. The visually appealing folding support rail stands uniquely flat against the wall when folded up. Folded stylishly against the wall in this way, it looks nothing like folding support rails of the past, and is even barely recognisable as such.

Even when folded down, the KEUCO AXESS folding support rail is a beautiful and elegant solution, available in three finishes: chrome, matt black or aluminium-chrome. Depending on the surface, a grip-friendly plastic inlay in black or white is seamlessly integrated. Thanks to the fine structure, the plastic is particularly easy to grip and prevents slipping when supporting or holding on. The optional and retrofittable toilet paper holder has a black or white roller stopper and is available matching the colour design.

Two different projections in 700 and 850 mm offer perfect safety and support. Looking at the large projection, the folding support rail is also suitable for larger wheelchair-accessible WCs. The optional and retrofittable radio WC flush actuator integrates aesthetically into the handle and is compatible with radio flush cisterns from common manufacturers via Bluetooth.

Despite the reduced design, stability is guaranteed and proven with 115 kg load capacity: KEUCO AXESS folding support handles are TÜV tested and certified according to DIN standard.

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### **The rail system - beautiful design that provides support at the same time**

The rail system and the grab rails of the KEUCO AXESS range are characterised by their reduced design. The versatile range provides support and safety in the shower and bath, at the washbasin and WC. Despite high stability when holding and supporting, the design appears light and elegant, while also impressing with its high ergonomic quality.

At the front, the design of the grip surfaces is kept in a flat rectangular band - with flat surfaces and precise edges. At the back, the rail/grip system and handles are ergonomically shaped in a semicircle - for an optimised grip. The oval rounded back perfectly fits in the hand when grasping and thus has the advantage that it is not necessary to exert much force when holding on. This ensures a secure grip and a reliable hold.

The unobtrusive wall fixings of the rail system and grab rails emphasise the clear, reduced design, but at the same time offer sufficient stability for a barrier-free design. The range of KEUCO AXESS grab rails includes various lengths from 400 to 1000 mm.

In the shower, the rail system can be flexibly adapted to suit on-site conditions. The shower rail also serves as a stable grab rail and gives a safe feeling at all times. The shower slider can be unlocked and moved up or down by simply pressing on the back with just one hand. The shower head can also be turned to the left and right in the holder without any problems and can be tilted up and down in various positions.

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### **Safe, beautiful and comfortable: mobile seating in the bathroom**

A seat is a plus for comfort in the bathroom. Taking a shower while sitting down is particularly comfortable. KEUCO has supplemented its range of seats with the mobile KEUCO AXESS stool.

The design of the KEUCO AXESS stool, Design by Studio F. A. Porsche, followed a high standard: as reduced as possible, as safe as possible, as comfortable as possible. In an archetypical, timeless design, the stylish stool takes up little space in the bathroom and fits in any corner. With a load capacity of 150 kg, the KEUCO AXESS stool can be used in both private and public areas. The stool is easy to reposition using one hand and at the same time is particularly stable and resilient. The discretely outward-facing legs with anti-slip ensure a stable and secure standing position.

The softly roughened, non-slip surface of the seat has a pleasant feel and is easy to clean. The small hole in the middle of the seat, which is slightly curved inwards, allows water to drain off directly in the shower. The mobile stool with a white or black seat can be harmoniously integrated into the bathroom or shower area.

With a white seat, you can choose between chrome or aluminium legs; with a black seat, the legs are also in black. All versions are robust, durable and easy to clean.

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### **(Stylishly) safe barrier-free even in the professional environment of hospitals and nursing homes**

For people in need of care, access to the individual bathroom areas can be difficult or even impossible. They are dependent on assistance. Nevertheless, for all people and age groups, the desire for independence and autonomy in the bathroom plays a very decisive role in maintaining quality of life.

Assistance from care staff can be optimally supplemented in the bathroom with KEUCO AXESS. In this way, the flexibly adaptable barrier-free bathroom range made by KEUCO enables a high degree of independence for users and facilitates the daily work of care staff. Ideally, a barrier-free bathroom equipped with KEUCO AXESS is designed in such a way that people can find their way around without help, if possible - whether they are motor-impaired people, people with little strength or users with cognitive impairments and coordination problems. KEUCO AXESS combines barrier-free comfort with a high degree of aesthetics. In addition, the shapes and materials meet the highest standards of hygiene and ease of care, even in the optional service area.

Andreas Lohmann, Head of Object Management at KEUCO: "KEUCO AXESS closes a real gap. Products for barrier-free bathroom design that don't look like they are barrier-free. A flexible and aesthetic professional system. Well thought-out and with a strong design."

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### **Perfectly combinable with IXMO fittings and KEUCO accessories**

KEUCO AXESS products are perfectly matched to KEUCO IXMO fittings. The cover plate can be combined in either round or square. In the shower, head and hand showers can be individually combined.

The IXMO range of fittings from KEUCO enjoys great popularity among design lovers and sanitary professionals thanks to the bundling of functions with a minimalist appearance. IXMO fittings are available for all areas in the bathroom: washbasin, shower, bathtub and bidet. IXMO stands for "x possibilities" and promises: design variety and planning freedom, aesthetics and easy care, quick and an affordable installation.

The KEUCO AXESS barrier-free range can also be ideally combined with various KEUCO accessory collections, such as the PLAN or REVA range. Various different KEUCO shower shelves make handling easier and, together with a comfortable seat from KEUCO, bring real pleasure to the shower.

KEUCO AXESS series, in combination with IXMO fittings and KEUCO accessories, can be used to transform any bathroom in the object or private sector into a design-strong, barrier-free place of well-being.

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### PRESS PICTURES:



KEUCO\_AXESS\_1.jpg



KEUCO\_AXESS\_2.jpg



KEUCO\_AXESS\_3.jpg



KEUCO\_AXESS\_4.jpg



KEUCO\_AXESS\_5.jpg

KEUCO AXESS, Design by Studio F. A. Porsche – Accessibility in the bathroom has never been so beautiful.



KEUCO\_AXESS\_6.jpg



KEUCO\_AXESS\_7.jpg



KEUCO\_AXESS\_8.jpg



KEUCO\_AXESS\_9.jpg

Folding support rail with design: Studio F. A. Porsche designed the strikingly stylish KEUCO AXESS folding support rail.



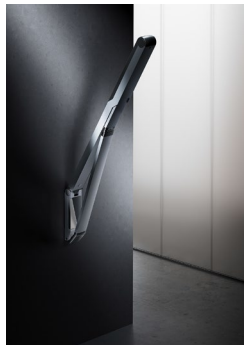
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KEUCO\_AXESS\_10.jpg



KEUCO\_AXESS\_11.jpg



KEUCO\_AXESS\_12.jpg



KEUCO\_AXESS\_13.jpg

Ingenious technology: when folded up, the profiles of the folding support rail slide apart. The result is a uniquely flat, elegant and almost sculptural appearance on the wall.



KEUCO\_AXESS\_14.jpg



KEUCO\_AXESS\_15.jpg

Optional and retrofittable: toilet paper holder and radio-controlled WC flush release.



KEUCO\_AXESS\_16.jpg



KEUCO\_AXESS\_17.jpg

KEUCO AXESS rail system: Supports, conveys safety and thus increases the quality of life.

The KEUCO AXESS rail system can be perfectly adapted to on-site conditions in the shower, either as a wall or corner solution.

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KEUCO\_AXESS\_18.jpg



KEUCO\_AXESS\_19.jpg

Well thought-out design: High gripping comfort - flat at the front, shaped in a semicircle at the back - and stable fastening are in aesthetic and functional harmony.



KEUCO\_AXESS\_20.jpg



KEUCO\_AXESS\_21.jpg



KEUCO\_AXESS\_22.jpg

The design of the KEUCO AXESS stool, Design by Studio F. A. Porsche, follows a high standard: as reduced as possible, as safe as possible, as comfortable as possible.

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### **About KEUCO**

KEUCO GmbH & Co. KG is an internationally active, full provider of premium bathroom furnishings. KEUCO offers a wide range of fittings, accessories, mirror cabinets, lights and mirrors, washbasins and bathroom furniture “made in Germany”.

Design and function play a decisive role at KEUCO. The aim of perfectly crafted products is to combine aesthetic forms with sensible functionalities - a claim that is consistently taken into account right from the idea through to the implementation. KEUCO has a long tradition of working together with designers. The company has been family-owned since it was founded in 1953 and has its headquarters in Hemer, Westphalia.

### **STUDIO F. A. PORSCHE - timeless design for eternity**

As a premium design agency, Studio F. A. Porsche designs products for customers around the globe, turns brands into experiences and brings the highest demands into perfect form.

In 1972, Ferdinand Alexander Porsche who designed the iconic Porsche 911 back in 1963 founded his own studio for product design. To this day, Studio F. A. Porsche follows the design principles and philosophy its founder.

Innovation, durability, the highest quality of materials and an aesthetic, as puristic as elegant are forming the strong foundation for the success of Studio F. A. Porsche. Yesterday, today, tomorrow.