

**Preview of Salone del Mobile 2014**

**Salone Internazionale del bagno**

Press information

*A luxurious bath experience -  
simple, natural, pure*  
**Graff Design Studio**

## **GRAFF, Exhibits For the First Time at Salone del Mobile!**

The renowned American company presents at Salone Internazionale del Bagno, their new complete bathroom collection – PHASE, which will be introduced for the first time at this fair.

The international American company, GRAFF, will be unveiling the PHASE Collection at the upcoming Salone Internazionale del Bagno in Milan. GRAFF's initial appearance at Salone will showcase their sleek new booth designed by Davide Opizzi of D-CUBE Design.

It's hard not to notice the dynamic changes in terms of *visual identity* for the company. It exemplifies the evolution of our modern lifestyle and interior design.

"We enjoyed designing and developing PHASE, concentrating on the material and style and avoiding the mundane" declared the innovative designers of GRAFF Design Studio. It is a timeless creation, a group of elements which fits perfectly in today's ever-changing society.

GRAFF's inspiration was to create a collection that would appeal to the tastes and demands of top industry designers, fulfill the functional needs of most projects, as well as fit within budgetary constraints.

The PHASE Collection's clean and simple shape gives tribute to the perfect union of sensuality and precision. A contemporary collection with slim lines ready for every type of interior project: wall-mounted and shower applications, as well as freestanding applications.

The classic style of the mixer body-spout-handle gives way to a newly defined slim and flat shape without compromising functionality.

The beveled edges on the handle and spout are characteristics which embody all elements of the collection. The materials, details, construction, chrome plating, and the production process are evidence of the superior quality and historical tradition of GRAFF.

Manufactured from brass with a very low nickel and iron content, all pieces of the collection conform to safe drinking water regulations.

**PHASE is available in these finishes: chrome (PC), brushed nickel (BNi) and Polished Nickel (PN).**

GRAFF's manufacturing system is based on an innovative **Lean Manufacturing Management** concept. By eliminating waste in the form of time, energy, and materials, each process achieves substantial efficiencies.



Even during the production process, GRAFF has a zero discharge system that recycles 100% of brass and paper products. Due to their commitment to sustainability, the **PHASE Collection** belongs to one of the most environmentally responsible series of the American company. GRAFF has one of the richest collections of faucets and fixtures on the market today, securing their place as a leader in contemporary design for both commercial and residential projects.

Headquartered in Milwaukee, Wisconsin, USA, with locations throughout Europe, GRAFF is recognized globally for their European design aesthetic and engineering excellence. Supported by over 80 years of extensive plumbing and hardware manufacturing experience, GRAFF offers a wide range of contemporary, transitional, and traditional plumbing products and fixtures for the kitchen and bath industry. Utilizing the newest state of the art processes and a long-standing manufacturing tradition, the dedication of Graff in producing top quality, innovative products is evident in every product. The company employs more than 1.000 highly-qualified employees and controls the whole value-added chain of the production, making it a manufacturer with a perfect vertical integration. Graff represents one of six companies which are administrated through the Meridian International Group, an ISO 9000 certified company. Meridian strategically combines a strong history of producing OEM mixer (faucet) and valve products with over 30 years of American excellence in OEM machined parts. Meridian's prestigious customer list includes many global plumbing companies as well as the number one manufacturer of American motorcycles.

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