

Project Guide

Hansgrohe Raindance Select E 120

Timeless design and latest technology with three different settings at the touch of a button.



trnd
Project

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Getting to know trnd and Hansgrohe

We're delighted to welcome you to our project and can't wait to try out this premium shower from Hansgrohe.

If you've ever wanted more luxury and more variety from your showering experience then you've come to the right place. Over the next few weeks we're going to try out this deluxe shower, spread the word to friends and family, share feedback with the brand and most importantly indulge our squeaky-clean side.



This handy little booklet will provide all sorts of hints and tips for a great project, interesting information about the shower and ways to help you spread the word.

Let's get started!

As the next few weeks unfold we will:

1

Try out the Raindance Select E 120 (with 300 fellow trndsters) and share our experiences with friends, colleagues, family and others.



Time to get testing.

2

Share our personal thoughts and opinions on the shower via the three online surveys.



Have your say.

3

Share the story behind the brand through online reviews and let people know that they too can have a uniquely different shower experience.



Spreading the word.

4

Collect the opinions of those around us and share our thoughts on the blog, with the rest of the team and also with the brand!



Your contributions.

What's in your starter kit?

First things first! In week one you'll receive a starter kit full of interesting information, ideas and triggers to help us spread the word about the Raindance Select E 120. Your kit will include:

For you to try out:

A Hansgrohe Raindance Select E 120 shower
A pair of one-use pliers (to install your shower)
An insider's guide

For you to pass on to friends, family:

10 x Raindance E 120 fact cards
'Spread the word' product research sheets



Get unpacking!

1 Time to get testing

If your starter kit has arrived then why not invite a couple of friends around to open it with you? That way you've started to spread the word straight away. Together you can read the info and show off the wonderfully luxurious Raindance E 120.

Capture the moment.

Take photographs of the first spray and capture the initial reactions. You can upload your photos to www.trnd.co.uk/hansgrohe

2 Have your say

You can send us your opinion on the Raindance Select E 120 via three online surveys that will take place during the four weeks of the project:

There is an...

- Initial Survey
- Mid-Term Survey
- And a Final Survey

We'll be sure to send you reminders via email when each survey is live.



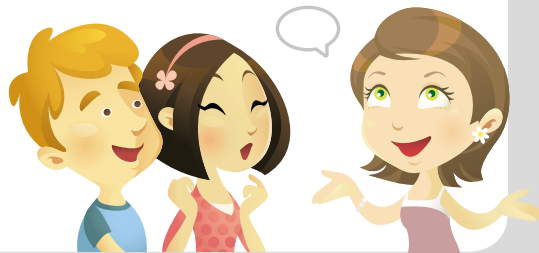
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Spreading the word

If the Raindance Select E 120 has convinced you then let people know exactly what you think of this refreshingly different product.

Spreading the word is simple – invite friends over to check out your shower and impress them with some of the interesting insights you get over the next few pages.

In this project guide we've made a list of possible ways to spread the word (check out page 13 onwards) but you'll probably have the best ideas yourself so be sure to share them with us all on the blog: www.trnd.co.uk/hansgrohe



4

Your contributions

You're acting as a one-person product researcher.

In your starter kit you'll find a number of 'spread the word!' sheets. We want you to share these with your friends and colleagues and collect their opinions in return.

Most of us read online reviews to help us choose the right products for us. As a Hansgrohe expert with insider information, this is your chance to share your reviews online and help others who are thinking of buying a deluxe shower with a difference!

Be sure to share some of the info that you've learnt from this booklet too, for example, did you know that singing in the shower might be a better way to start your day than having a cup of coffee? There's much more where that came from!

Get to know the Hansgrohe Raindance Select E 120

Summer? Pah! Everyone knows autumn's the best season and this one is set to be wonderfully wet thanks to Hansgrohe's fantastic hand shower, the Raindance Select E 120.



Get ready to embark on a completely new type of showering experience. The sleek, stylish and easy-to-use shower allows you to select your style and choose between three water spray modes at the push of a button.

RainAir, Rain, and Whirl.

Which spray type appeals to you most? As part of our exclusive trnd project we will have the opportunity to shower in style and experience the luxurious Raindance Select E 120 in action. Our aim is to share our honest opinions with our fellow trndsters and the wider community via blogs and reviews. Let's get wet!

Right as rain

When it comes to rainfall us Brits wrote the book on it. Whether you're a fan of a light summer rain or a refreshing downpour the Raindance Select E 120 has it covered. Choose from three delectably distinct shower modes:



RainAir

This gentle, air-enriched spray mode is soft on your skin and feels like a walk in an English garden on a rainy spring day.



Rain

The Rain mode has all the power you need to ensure an effective shower experience with perfect pressure. Ideal for rinsing shampoo out of your hair, think of it as a heavy autumnal downpour with added panache.



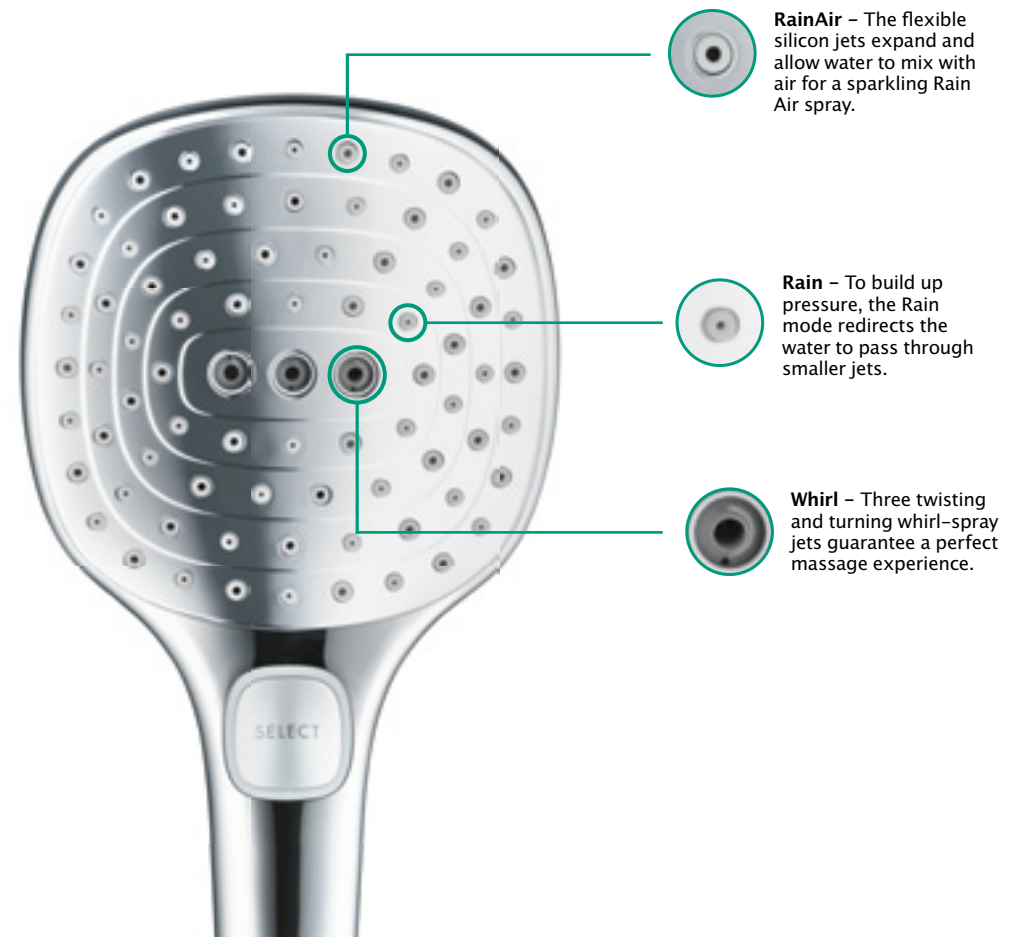
Whirl

The intense and concentrated Whirl mode provides all the power of a winter storm. Massage away aches and strains with the targeted water pressure and step into your day feeling refreshed and invigorated.

Push the button

It's pretty easy to see just why the Raindance Select E 120 is special – at the flick of a switch you can change between spray modes effortlessly.

Pushing the button redistributes the water spray according to your personal preferences. With one simple switch you can alter the flow of water, resulting in your desired shower experience – impressive, huh?

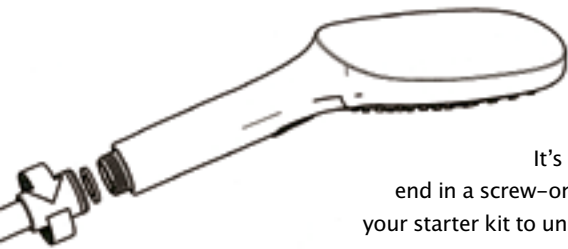


RainAir – The flexible silicon jets expand and allow water to mix with air for a sparkling Rain Air spray.

Rain – To build up pressure, the Rain mode redirects the water to pass through smaller jets.

Whirl – Three twisting and turning whirl-spray jets guarantee a perfect massage experience.

It's nearly shower time



Ready to test the Raindance Select E 120? Great. Before you get started you'll need to attach the shower head to your shower hose. This is how you do it:

It's really straightforward, most shower hoses end in a screw-on-attachment, simply use the pliers from your starter kit to unscrew your old shower from the hose.

(NB: If you are having difficulties with this, try soaking the parts in a limescale remover such as a water and vinegar solution. This should dissolve limescale remains and ease the process.)



Next, remove the protective cap of the Raindance Select E 120's shower.

Place the black seal ring onto the hose and screw the hose onto your new Hansgrohe shower.

Use the pliers from your starter kit to fasten the screw.

Et voila! You're ready to jump in and experience the freshness.

A few tips to help you started

We're so excited to get started on this project with you. In order for us all to contribute effectively, we've laid out a couple of guidelines that should be very easy to follow.

Be open!

Be completely upfront about the fact that you're taking part in this campaign and that you're testing out the product as part of a word of mouth campaign with trnd. We want you to be honest with your friends – we're not trying to make you into secret sales people – simply share your opinions on the product and say how you got your shower.

Be yourself!

Don't overdo it! We just need you to tell your friends what you think of the product and to get their opinions too. We'd be really pleased if you love the product but we're not asking you to do the hard sell!

Like you, your friends should have a personal opinion about the products of the project and we'll be waiting to know what you all think!



The key message

We know we've given you a lot of info so far so to summarise, the key message to spread in our project is:

Uniquely designed and refreshingly different - the luxurious Raindance Select E 120 allows you to choose between three different decadent shower experiences at the touch of a button.



Ideas for spreading the word

There are loads of ways for you to spread the word, and you'll probably have the best ideas yourself, so let's get creative and share them on the project blog!

www.trnd.co.uk/hansgrohe



Get chatting

There's plenty of ways to spread the word about Hansgrohe Raindance Select E 120. Here are a few suggestions:

Got pals round for dinner? Why not show off your new toy and let them play around with your Raindance Select E 120? Tell them about the different spray modes and let them see for themselves what a difference a spray makes.

Just finished a workout at the gym? As you head to the showers be sure to tell your workout buddies how great your new shower is for a post-workout massage.

Relative staying over for the night? Why not spruce up the bathroom and place a few candles and oils around the room. Explain that the Raindance Select E 120 has a massage function so they can pretend they're staying in a luxury spa resort!

If you're convinced of the Raindance Select E 120, remember to tell your friends all about it!

What type of showerer are you?

Carry out the short quiz below with your mates while you're having lunch. Take the chance to tell them all about your brand-spanking-new shower while you're there!

How long do you take in the shower?			
A.	5-10 Minutes	B.	10-15 Minutes
C.	15-20 Minutes	D.	2 minutes and 12 seconds

Do you like your showers...:			
A.	Tepid	B.	Warm but not too warm
C.	Scorching hot	D.	Ice cold, then hot, then ice cold again

What does your toiletry cupboard look like?			
A.	Sparse - you keep the bare essentials and not much more.	B.	Neat - everything has its place.
C.	Overflowing - you have all the toiletries that you could possibly need but there's always room for more!	D.	There's room for a Swiss Army knife and some duct tape - you never know when they might come in useful.

Tot up your scores and see which type of showerer you are...

Mostly As You're a Reluctant Rachel. Showering is a means to an end, you stay clean so that you can get on with the rest of your day. Try the Rainfall function, it provides a gentle shower with fat droplets that feel like standing in gentle downpour.

Mostly Bs You're a Busy Beatrice. You love to be freshly showered but have so much going on that you can rarely spend as much time as you'd like to in there. Try the Rain function of the Raindance Select E 120 for an efficient and powerful clean.

Mostly Cs You're a Luxurious Lana. You adore the shower and would spend all day in there if you could. You like the finer things in life and don't mind treating yourself. Try the Whirl massage function for an extra level of luxury.

Mostly Ds You're the secret agent of the shower world. You'll take a shower but only when you're sure the coast is clear. Try switching in between modes to keep you on your toes - just be careful not to relax too much, you never know when your next assignment will come through!

Singing in the shower

Do you shower in silence or do you start belting out the tunes as soon as the water starts running? We have some good news if it's the latter, singing in the shower is good for you! Yup you heard it here first, why not do a roundup of your pals to see how musical their mornings are and share some of the interesting facts below?

Singing, especially first thing in the morning, has a multitude of positive mental and physical health benefits. It is arguably a better way to start your day than a cup of coffee.

As babies our parents sing to us and mothers and father instinctively do the same to their little ones - it is thought to help prepare young brains to process language. So when you sing to yourself, you're soothing yourself and recalling those first days.

Studies have found that singing leads to a higher immune competence, meaning if you sing loud and proud then you're less likely to pick up that bug that's going around - it's also great for perking you up after a poor night's sleep.

Tests suggest that people who sing (or even just surround themselves with singing) have lower cortisol levels than those who don't. Cortisol is linked to stress levels, which, in turn, are linked to heart health. Those who sing are far less stressed, and that means their hearts could do better in the long run.

Deep breathing is known to calm the nerves and relax the heart. This same deep breathing is used when you sing so it's like a mini meditation. Some studies have even linked singing to increased life expectancy so get the water running and start your day with a smile.



A family affair

Up until the 20th century a private bathroom was nothing but a dream for most people. Yet one man made it his mission to invest his energy and expertise into revolutionising the hygiene industry and so began the success story of Hansgrohe.

Hans Grohe initially began his career as a clothes maker, yet his love of innovation and design led him to spot a gap in the sanitation market and he began designing products from 1901 onwards.

What began as a small, family business became a hugely successful global corporation thanks to the hard work and dedication of Hans.

Hansgrohe is still run by the Grohe family, and the founder's grandchildren, Richard and Philippe, are actively involved in the running of the company.

Top right: Founder and inventor Hans Grohe.

Left: Company employees in 1912.

Bottom right (from left to right): The founder's son Klaus Grohe with sons Richard and Philippe.



A sneaky peak inside the lab

So by now you know that Hansgrohe make really great showers and have done since before showers really existed. But who keeps their products at the forefront of shower technology today? We set out to find a little more about these enigmatic experts.

The magic takes place in what is known as 'The Spray Lab'. This workshop of innovation is all about splashes, screws and bringing together the best scientists, engineers and product designers in their fields in order to bring you the best possible shower experience.



The engineers or 'spray researchers' as they are known are tasked with the job of designing the perfect shower. To ensure they get it right, they spend their days playing about with water sprays and pressure. Sounds like fun, right? But we can assure you that they take their job very seriously. Achieving maximum comfort from the shower spray is their number one objective.

How are they doing? Well how about we tell you that the scientists are responsible for the invention of AirPower – the technology that blends air into the water coming out of your shower? It seems like a simple solution but then again the best inventions always are – AirPower allows you to save water whilst indulging in a gloriously long and luxurious shower. Aaah!

Getting to know the Raindance Select E 120

You are now the proud owner of a Hansgrohe Raindance Select E 120. Anything we haven't covered in the booklet? Take a look at the facts and figures below.

With the Hansgrohe Raindance Select E 120 you get:

- Beautifully effortless technology that allows for switching shower modes at the touch of a button.
- Three luxurious spray modes: RainAir, Rain, and Whirl.
- A sleek and stylish modern design with chrome and white – perfect for any bathroom.
- Air-enhanced RainAir shower spray mode for more voluminous droplets.
- A wide spray face for a lavish shower experience.
- Wipe clean, anti-limescale flexible silicon jets.

The Raindance Select E 120 has been available in shops since January 2013 and has a recommended retail price of £80.

Visit www.hansgrohe.co.uk for more product information.

Hello from the Hansgrohe team

Say hello to Markus, Spray Researcher and one of our contacts at Hansgrohe. He and his team will be keeping up with the project and can't wait to hear what you have to say about the Raindance Select E 120, and read all about your conversations! Make sure your opinion is heard!



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