



KOHLER INTRODUCES WATERTILE™ SHOWER SPRAYS

WaterTile offers a new and exciting environment in custom showering

New Delhi, February 2007: Kohler Co., a global leader in kitchen and bath design, introduces the KOHLER WaterTile™ bodyspray that elevates customer showering to a new level of experience for bathers. WaterTile eliminates the protrusions of typical bodysprays and rids the showering space of visual clutter to create a clean look in the bathrooms. The unique design of WaterTile has won many international awards including the prestigious “Most Innovative” new product by K+BB magazine and the ‘iF’ product design award by the German based International Forum Design.

WaterTile can be completely customized to accommodate individual preferences. The innovative design, which is nearly flush to the wall, makes it possible to install the WaterTile bodysprays in a number of different ways in the showering space: on the wall, ceiling or at an angle at the intersection of wall and ceiling. The architectural integrity and understated design speak to a new showering concept, providing a sleek, streamlined design that is a perfect match for modern environments but also adapts nicely to a transitional or even traditional décor. Despite its streamlined design, the direction of the WaterTile sprays is adjustable to create a targeted water experience in terms of warmth and water coverage.

Besides the bodyspray, the WaterTile offering also includes a wall-mount showerhead, using the same technology and design. Both models, the WaterTile bodyspray and the showerhead are available in two different spray intensities: a 54-nozzle spray that offers soothing hydrotherapy and a 22-nozzle spray with a high volume stimulating spray pattern. The all-brass construction of the WaterTile sprays consists of a 5-by-5-inch escutcheon and a 3-by-3-inch MasterClean sprayface for ease of cleaning. Since the product can be completely customized, the price for the same varies on the chosen configuration. However, a customer can build the WaterTile experience in his bathroom with a price range starting from Rs.30,000 (which includes 2 WaterTile and mixing and flow control valves).

“WaterTile is unlike any other showering product in the Indian market. It is an essential component of the Kohler Performance Showering offering, which includes unlimited number of possible configurations and gives consumers the option to completely customize their showering environment. A shower can have 1 to 4 body showers on the ceiling, 2 to 6 body showers on the walls and the placement is completely flexible – it is like "creating your own shower". It is the perfect blend of bold design and outstanding functionality, that provides the consumer with an extraordinary shower,” says Mr. Sharad Mathur – Vice President & Commercial Director, Kohler India Corp. Pvt. Ltd.

This contemporary range of WaterTile is available at all KOHLER Stores. To know more about the location of Kohler stores in India please log in to <http://www.kohler.co.in>.

Kohler India

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. The company plans to set up a manufacturing facility in India at Baroda in Gujarat.

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.