

GRAFF'S MOD+ FAUCET COLLECTION OFFERS VERSATILITY IN LUXURY

JULY 2019 - GRAFF's MOD+ collection offers a range of faucets, tub fillers and shower components epitomizing modern luxury, weaving iconic threads of colour, material and functionality for a design that is undeniably distinct in versatility, aesthetic and operation. The collection underscores GRAFF's role as a leading player in the international bathroom design scene, sharing passionate stylistic research where colours, shapes and material mixtures are distinctive elements.

MOD+ offers a unique design narrative, pairing exemplary attention to detail with the best in materiality. Originating from the heart of Italy's Tuscany region, the pure marbles available with MOD+ handle covers are offered in three variations: Storm Black, Forest Green and Smoky White, along with eighteen stunning brass finishes for endless versatility and customizable combinations. The handle covers, equipped with thoughtfully manufactured brass bases and knurled detailing, may be mixed to create a cohesive focal point for the bath. Stark elegant contrasts are drawn between the brass finishes, marble handles and a clip on the side of each handle. This clip creates exemplary movement and an additional opportunity for customization.

New inspirations and suggestions

With MOD+, GRAFF becomes the author of many different stories: each combination of colour and material evokes a special memory and invites us to look at life from new perspectives. The OR'osa 3-hole washbasin brings back to childhood and grandmother's jewels; the black wall-mounted faucet with smoky white marble offers an unexpected mix and a new point of view.

Product composition

The MOD+ collection includes versions with one or two handles for the washbasin, bathtub and bidet areas, for wall, countertop or freestanding installations.

For the washbasin and bathtub, GRAFF offers a variant with a progressive cartridge: a single lever to control the cold and hot water with a simple rotation of the handle, maintaining constant flow at the same time.

This mechanism prevents the waste of hot water at the minimum opening of the tap. The progressive cartridge also means a cleaner and more attractive design: as the traditional handle rotation knob is not necessary, the faucet develops into a unique silhouette without the conventional cut on the back of the body. For the shower space, the MOD+ elements are compatible with the revolutionary GRAFF M-Series system.

MOD+ is an extremely rich and diversified collection which adapts to all styles: from the most traditional (with precious marble handles) to contemporary (in particular in the new Gunmetal and Matte Black finishes). The different combinations of the three elements (spout and base handles, handle covers and clips) allow endless design solutions. MOD+ is the only GRAFF modular collection to combine the 18 available finishes for each of the three components.

It is possible to choose between 5 different spouts for deck-mounted and wall-mounted washbasins, confirming the tremendous versatility of the collection.

Technical aspects (consumption, solidity, durability)

Made of brass and virtually free from nickel and lead, the MOD+ faucets are manufactured with a 5-year guarantee and developed in compliance with all current drinking water regulations, based on the most restrictive health and environmental protection criteria. The MOD+ washbasin mixers are also available with the "Eco" cartridge, which significantly reduces water consumption.

Ecological aspects

GRAFF's production system is based on the innovative concept of Lean Manufacturing Management, aimed at eliminating any waste of time, energy and materials, so that each process meets high standards of efficiency. Also, in the moulding processes and in the galvanic and finishing treatments, GRAFF has implemented a zero-waste system, which recycles 100% of brass and paper.

Experimentation: between colours and new materials

The MOD+ collection represents the company's ability to continually evolve through experimentation with new materials, shapes and colours. Colour is a dominant element within the GRAFF collection with three new marble shades.

The unique online configurator, available on the GRAFF website (www.graff-designs.com), allows designers to mix and match all of the finishes available with MOD+, to create the perfect style for any need and taste. Body, handles and clips of the faucet's finishes can be changed to suit everyone's personal taste and the images can be downloaded and saved for future reference.

#GRAFF #mod+ #mixandmatch #g+designstudio #configurator

GRAFF EUROPE

Via Aretina 159, 50136 Florence - ITALY
Tel: +39 055 9332115,
fax: +39 055 9332116
info@graff-designs.com
www.graff-designs.com

UFFICIO STAMPA

tac.comunic@zione milano|genova
tel +39 02 48517618 | 0185 351616
press@taconline.it | www.taconline.it