

*Press release*

## **arwa-curveprime – high quality design for the kitchen**

**Similar's arwa-curveprime range of faucets mirrors the trend for fluid lines and experiencing water at its very best, while aspiring to the highest aesthetic and function standards. The expressive range is rounded off by two kitchen models, allowing bathroom and kitchen to share the same design language.**

### **Design – pure and elegant**

Characteristic of the arwa-curveprime kitchen faucet is the elegantly curved outlet that is a sensuous expression of the water's path. Its gently tapered contours radiate perfection and create a dynamic effect.

Choose between a stylish sink mixer with side control and a retro-style two-handle mixer, both with a 225 mm projection. Thanks to their height and action radius of 140 degrees both models are ideal for larger sinks and island solutions. The design of these purist, chrome-clad kitchen faucets by Andreas Dimitriadis (platinumdesign) enhances the kitchen without stealing the show.

Similar's electronic control concept tronic offers an interesting alternative to models with conventional handle and lever faucet operation. The innovative concept is based on an electronic control and guarantees even more convenience and hygiene in bathrooms and kitchens. As the control unit and outlet can be freely positioned, new elegant and ergonomic interior design options are opened up to planners and users.

### **Impressive eco-friendly technology**

The arwa-curveprime kitchen faucets with concealed economic jet aerators satisfy the requirements of the A energy label issued by the Swiss Federal Office of Energy SFOE, SwissEnergy.

### **Design by Andreas Dimitriadis, platinumdesign**

Distinctive design with flair: a product that not only meets the expectations of the buyer, but whose unexpected positive features also pleasantly surprise. Andreas Dimitriadis believes this is the definition of a perfect product. With this goal in mind, the owner of the platinumdesign studio, along with his seven-member team of designers, CAD specialists and model builders create products full of personality.

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Each product offers customers added value, has a strong emotional appeal, conveys its inherent quality and establishes solid trust in the brand.

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