

**FIRST THERE WAS WATER.  
NOW THERE'S EVERYTHING AFTER THE KWCMURANO.** K&A

In person, it is impossible to ignore. As these covers demonstrate, it has been in the news. So chances are you already know something about KWCMURANO.

For the past decade Swiss fixture design powerhouse KWC has partnered with Kleber & Associates to introduce their brand and collection of timeless modern products to North America. This is the story of our most dramatic introduction yet.

**INTRODUCING AN ICON.**

The legendary design leader of Mercedes-Benz, Bruno Sacco, created the KWCMURANO. This would be the first product of his alliance with the KWC design team.

**THE ART OF DESIGN.  
THE DESIGN OF A PR CAMPAIGN.**

If ever a product merited an unveiling this is it. So the notion of an art show came quickly.

Creating such an event, however, is an art unto itself. Enter Kleber & Associates with knowledge of the key editorial audiences as well as connections to the design communities for the kitchen and bath.

**THINK. ACT. BELIEVE.**

*How to inspire and motivate key editorial influencers of style and design by elevating a premium brand and product to star status. Create exposure through experience. Inform the world KWC leads by marrying timelessness with innovation.*

The art show unveiling the faucet was staged in conjunction with KBIS 2004 at the LuxeHome party in Chicago. The buzz would begin with a bang.

Kleber & Associates set the stage for the media coverage by establishing and contacting a highly targeted list of major publications with extensive communication and follow-up. From that list came cover features, prominent inside display and frequent appearances in editorial content.

Suddenly, KWCMURANO had become the first celebrity faucet.



"This is an example of how a working, performing fixture for the bath can be elevated to a higher level due to fabulous design and great publicity and promotion. Kleber & Associates was critical to the follow-up effort, helping us to gain the most from the LuxeHome debut by using their solid, close media connections to get amazing coverage."

-Joan Bostic,  
Vice President Sales and Marketing and  
Co-Chief Executive Officer, KWC America.