

Press release

## **MOD+ named winner at the Archiproducts Design Awards 2020**

A few months after its debut on the market, MOD+, GRAFF's modular faucet collection, was named a winner at the Archiproducts Design Awards 2020 for "concept and design".

This is a celebration of excellence in design and a great recognition for GRAFF, awarded by a high-profile jury comprised of 60 international members from the world of architecture, photography, fashion, art, and communication.

The jury evaluated over 750 submissions from all over the world, rewarding the best solutions that stood out for their originality, innovation, and experimentation. The 2020 awards were special because they were launched with more enthusiasm, showing support and encouragement for the industry during these times.

What makes MOD+ extraordinary is the customization aspect: the different combinations of body, handle, and clip make infinite design possibilities, mixing over 20 brass finishes and three marble colours to create unique combinations.

The sophisticated concept of the Art of Bath is embedded in GRAFF's MOD+ collection. Art can be found in the precious marble handles available in Forest Green, Smoky White, or Black Storm finishes, harmoniously complementing the MOD+ brass base element.

The creation of MOD+ is a manifestation of art in and of itself. It was designed with both the customer and the environment in mind. There are no traces of nickel and lead in these products, and they are developed in compliance with all current regulations on drinking water based on the most restrictive criteria for health and environment protection.

GRAFF's MOD+ configurator makes customers the artist where they can easily mix and match different finishes and create the perfect design combination for their project.

*The mixers are guaranteed for 5 years and are also available with the "Eco" cartridge, which significantly reduces water consumption. In addition to the traditional ceramic disc cartridge, GRAFF offers a progressive cartridge: a single command to control cold and hot water with a simple handle rotation.*

**SHORT TEXT:**

MOD+ is GRAFF's first highly customizable collection in which customers have the luxury to choose the spout shape and a different finish for each part of the faucet: the handle top, clip, and body.

STEP A: Choose the type of spout

STEP B: Select the handle material and finish

STEP C: Select the clip finish

STEP D: Choose the body finish (spout and handle base)

To select and create your own custom MOD+ model just [click here](#).

**ENCLOSED HI - RES IMAGES**



MOD plus BOX.jpg



MOD Rubinetto monoforo Nero marmo Smokey bianco.jpg



MOD Rubinetto monoforo Nero marmo Smokey bianco ambiente.jpg



MOD PLUS Or osa 3 fori e Marmo nero scont.jpg



MOD PLUS Or osa 3 fori e Marmo nero.jpg



MOD PLUS nero e marmo bianco



MOD PLUS nero e marmo bianco 3.jpg

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