

Parryware debuts 'Alpha' a new range of faucets with Effective Flow+ Technology

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Parryware, India's contemporary bathroom solutions brand fortifies its faucet product portfolio with the launch of '**Alpha**' collection of faucets. Embraced with a curved lever and an angled spout, ergonomics of Alpha faucets have been taken to the highest level by Parryware.

Striving for optimal performance, the new range of Alpha faucet boasts of a **ceramic inner head** ensuring sturdy built, durability and life of the product. Designed with an angled spout, the faucet range comes with effective flow+ technology introduced for the first time in faucets category. Enabled with **cold start technology**, Parryware's new range of single lever faucets reduce energy consumption by reserving hot water and delivering cold water during front opening. Manufactured in the state-of-the-art factory in Bhiwadi equipped with modern machines and technologies from Spain, the latest range of faucets feature superior quality coupled with brilliant finish.

Commenting on the launch, **Mr. KE Ranganathan, Managing Director, Roca Bathroom Products Pvt. Ltd.** said, "At Parryware, we persistently strive to develop innovative bathroom solutions that break monotony in terms of functionality, design and fit seamlessly in modern bathrooms. Alpha is one such range which is the perfect amalgamation of design and functionality, the Effective Flow+ delivers water at a 45

degree angle to enhance the comfort for our users. Alpha has been conceived keeping in mind discerning customers and are always searching for new technologies to improve the consumer experience.”

Designed to give precise angled throw, the faucets are installed with high quality aerators to deliver a **smooth foam flow**, making it the perfect match for any household. The Alpha collection offers a complete range of faucets and fittings– all coordinated to give that unique complete and irresistibly stylish look.

Available in a wide range of 31 SKUs, the faucets offer a comprehensive line-up best suited for varied consumer requirements. The range is available across all stores in India.