

# PRESS RELEASE

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Bienne, 27 November 2018



## **With over 70% water saving, the Gjosa shower head reinvents the shampoo-rinse phase**

**As the designer of a shower system which reduces water consumption and heating energy by over 70%, for new or enhanced efficiency and sensations compared to a traditional system, Gjosa provides a solution for professional and domestic running costs when it comes to water and actively contributes to the fight against water scarcity worldwide.**

Gjosa technology, inspired by Icelandic geysers, lies in the patented design of the shower head, which by splitting the flow, increasing the power of the jet and profiling fine droplets, reduces the flow of water to 2 litres per minute, compared to an average of 11 litres with ordinary equipment.

Faced with the increasing urbanization of the world's population and the resulting serious water shortage, Gjosa contributes to better consumption management, in particular in the world of personal and hair care:

"We are striving to achieve the significant and non-restrictive preservation of the planet's water resources, by focusing on a natural act of cleanliness and well-being," Luc Amgwerd and Amin Abdulla, the co-founders of Gjosa explain.

Gjosa, which is owned by private shareholders - including Elmar Mock, co-inventor of the Swatch watch and Gjosa technology - offers 2 shower heads intended for the hotel industry which includes maritime, as well as for the hairdressing sector. The two versions feature their adjustable flow rate of 2.5 litres/min and 4.5 litres/min and meet all domestic and professional requirements.

Gjosa has signed an exclusive partnership agreement with L'Oréal, for a unique system comprising a multi-channel shower head making it possible to independently convey water and haircare products, with a volume of water reduced by approximately 75% and rinsing the shampoo with only 1.5 litres of water, instead of the usual 8 litres required. For hairdressing salons, substantial savings are achieved, with it being possible to monitor resources; for customers, it's a new experience, with an unprecedented sensation of well-being.

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## About Gjosa

Gjosa is an environmental technology company based in Bienne, Switzerland, who has developed unique, smart and best-in class water-saving solutions. The patented technology combines a powerful and sensational shower experience which saves over 75% of water and energy when heating. The initial products family are designed for body care, wellness, hospitality, transport and public areas. With water scarcity affecting already 2 billion people and major cities around the world, wasting water is simply unsustainable. At Gjosa, we care and are determined to reduce the waste of water for all and for the next generations around the world. Every drop matters. For more information: <https://www.gjosa.com/>

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