

Stylish design paired with superior manufacturing to create a quality product line with an emphasis on expansive and cohesive collections.



Isenberg brings you a balanced combination of Quality, Aesthetics, Service and Price through our 'wallet to water' methodology.

We embrace a truly global manufacturing process that literally encompasses the best the world has to offer. We work with the best foundries and metal finishers around the world, using expertise from various artisans, technicians and design bureaus, to create products that are of impeccable quality at rational prices.

Our prices are a fraction of other European designer brand prices because of our multi-location global manufacturing partnerships in India, China, Germany & Italy. Using global best practices to create our products, we are helping redefine how luxury plumbing products are being viewed around the world.

## The Power Of The Unseen:

At Isenberg, we believe in the importance of that which is unseen. While we are proud of our exceptionally beautiful faucets and plumbing hardware, it is the unseen interior fittings, valves and mechanisms that truly make Isenberg products stand out from the rest. Our internal designs are expertly engineered and crafted to create products that will last a lifetime. State-of-the-art machinery and rigorous testing ensures that every piece is perfectly constructed and finished, because completely satisfied customers are our number one goal.

Isenberg offers a wide variety of design styles to choose from, then each collection is fully developed with a complete line offering multiple faucet options, shower handles, tub fillers and coordinating accessories for a cohesive, custom look.



# An Isenberg Faucet Is A Total Experience...

The Isenberg manufacturing process conforms to the highest quality standards. Using global partnerships with the finest foundries and industry accepted best practices, we are able to create an bath experience that will stay with you for life.

## **Creating Cutting-Edge Shapes**

The making of a faucet has many steps and every manufacturing stage is quality controlled. Every stage is important because the quality of the final product rests on the performance of the preliminary steps. So, creating the 'chassis' or foundation of a faucet is as crucial as the final finish. Our faucet bodies are made of the purest possible Brass. Brass, which an alloy of copper and zinc, is resistant to soft-water corrosion and hard-water calcification making it the perfect metal for a faucet body.

The faucet's body is either cut from high-quality brass rods or its shape is achieved through die casting using state-of-the-art technology. We use IMR die casting machines from Italy, which are unparalleled when it comes to achieving construction quality. IMR machines are used by almost all top manufacturers around the world.

Die-cast bodies are made by melting brass at high temperatures and pouring it into molds of the desired shape. These molds are such that there is little aberration in the shape of a faucet. This is a must to ensure that the final finish is smooth as a mirror with true reflection.

For certain shapes a hot forging process is used since this method can produce a near-net shape in about three seconds with little waste. Forging is the process of shaping metals by deforming them in some way. In hot forging, heated metal is forced into a die that is almost the shape of the faucet body. Then pressure is slowly increased over the course of several seconds to make sure the die is completely filled with metal.

These processes are highly automated and computers control most of the machines.

## **Machining For Perfection...**

After die casting comes the process of machining. This is also a computer controlled process. Our cutting-edge machining process ensures that the die casted product has all its surfaces finished to a high degree of smoothness.

#### 'TECH' it to the next level...

Every faucet and bath system created by Isenberg undergoes a chrome plating technique that greatly enhances durability of the product. The chrome finish is so fine that it ages very slowly. With bare minimum care, this finish can even serve you a lifetime.

In this process, first a base coating of electroplated nickel is first applied, followed by a thin coating of electroplated chromium. The chrome layer is deposited from a plating bath containing certain additives that improve corrosion resistance.

The chrome layers are impossibly thin, less than the thickness of a human hair.

After plating, various components of the faucet are installed with digital precision. This is also a computerized process and ensures the faucet is solid both on the outside and the inside. The faucet and the necessary components are stored for a while so that they 'set', and soon, they are sent to the assembly line.

The spout, if separate, is first installed, followed by the ceramic cartridge and control lever. During the assembly process, these are two very crucial points that you need to know:

- 1. Our faucets have ceramic-disc cartridges from Kerox Fluhs and Sedal, leaders in their space with products that are much more durable than other systems. Ceramic discs within our cartridges seamlessly intertwine and ensure that water-mixing is precise.
- 2. After the cartridge is fixed, next comes the Neoperl aerator that is designed to improve your water experience by adding air bubbles to water droplets. This ensures that the volume of water feels luxurious and there is no splash.

## **Tested To Test Time And The Elements**

Each faucet is then put under the most rigorous tests to ensure continued seamless usage for many years. Toxicologists review the material formulations to determine potential contaminants that may extract from the faucet and into the drinking water. Product samples are randomly selected for testing at Isenberg laboratories.

## **Critics Take The Stage**

Independent Quality Control teams look at faucets after every stage of manufacture. From the brass foundation to the polished product to the final assembly, independent experts take a critical look at the products. Anything that fails their test is promptly sent back.

These independent experts function as teams that work on incentives. It simply means the more faults they find at every stage of production, the more they earn. This ensures nothing of an Isenberg product is left to chance.

State-of-the-art test machinery turns faucet handles on and off at least 200,000 times. The faucets are also put through an unforgiving water and air testing cycle so as to ensure the product performance remains perfect throughout its lifetime.

## Off To YOU

Products are sent out to the market only after the test faucets pass these series of trials. Which is why, when you buy an Isenberg product, you will not need another faucet and bathing system for a long, long time.