

# APEX

by Damixa

# TWISTED MIND. BRILLIANT DESIGN.

**damixa**<sup>TM</sup>  
When design makes sense

# PROCESS.

## Functional, different and exclusive

The unique tap range from Damixa superbly unites consumer-centred design with vision and an exquisite sense of aesthetics. With A-Pex, Damixa continues an era in which the demands and wishes of the consumer are considered right from the start. Combined with a contemporary shape, it places both exclusivity and functionality on the map.

The process has entailed comprehensive consumer surveys, followed up by futurologist Liselotte Lyngsø's take on the values tomorrow will bring – in interior design, function and aesthetics. With this as the foundation – and with the clear goal of creating a product at the very pinnacle of Damixa's range – the renowned Danish designer Anders Hermansen was asked to get to work on the design process. It has been exciting and challenging. Thoughts and jottings on paper have taken shape and have now materialised into timeless products with a clear and innovative function.

A-Pex has seen the light of day. Ready to grace your home and be of service to you year after year.

## The twisted mind – Anders Hermansen

Designer Anders Hermansen graduated as a furniture designer from the Danish Design School in 1982. He has worked with leading Danish firms, including Paustian A/S and Louis Poulsen. Since the late 1980s, he has developed profile products together with B&O – most recently Beosound 5 and BeoPlay V1.

With the new A-Pex from Damixa, the distinguished design tradition is continued. Danish. International. Different - but with an ability to create momentous designs with a solid sense of aesthetics and a consumer-defined foundation to rest upon.



*"It has been an exciting challenge to unite consumers' wishes, innovation and classic functions into a tap, which is able to enliven so many different kinds of rooms, making its beautiful and functional mark on all of them."*

# PRODUCT.

*A-Pex comes in many models in both chrome and steel, created to lend lustre to both your kitchen and your bathroom.*



**Basin Mixer in chrome with pop up waste with open and close click function**  
*Article no. 73821.00*

**Basin Mixer in chrome without pop up waste**  
*Article no. 73021.00*

**Kitchen Mixer in chrome**  
*Article no. 73000.00*

**Kitchen Mixer in steel**  
*Article no. 73000.66*



*Rotable spout and swing function*



*Unique operation*



*Easy Cleaning*



reddot design award

## **The brilliant design - A-Pex**

Damixa's design philosophy, when design makes sense, pays homage to the perfect balance between the shape and its relevance for the consumer. A-Pex is the noble representative of this design philosophy. There is a meticulous attention to detail, but also a minimalist shape; elegant and innovative in its function.

- The elegant rotatable spout and swing function provide maximum flexibility in everyday use and when the sink needs to be cleaned.
- The classic regulation functions are ingeniously shaped and placed at the top of the tap – which means less water on the side and sink when used.
- The entire tap is easy to clean, thanks to the soft lines and the smooth, shiny surface.

# PRODUCT.



*The flexible shower head can be rotated 60° to either side, as can the top rail.*

*The stylish design of the hand shower, the small head and the combination of black metal and chrome go hand in hand with a high degree of functionality.*



*Dual regulation enables simultaneous use of head and hand shower - a little everyday luxury.*



*Despite the small diameter of 40 mm, plenty of water is delivered by the elegantly bell-shaped shower head.*



## **An uncompromising blend of elegance and function**

Designer Anders Hermansen has truly managed to create a collection that exudes quality and beautiful design. His uncompromising focus on the uniting of exclusivity and functionality is very evident in the design of the A-pex shower. The many unexpected details in the design and functionality make the A-pex shower unique:

- The small shower heads, the elegant regulation, and the flat rosettes show that the clean look has been deliberately built into all design elements.
- The hand shower in chrome and black metal together with the black hose is a design twist that gives the whole shower a truly modern appearance.
- That this is Danish design with a focus on functionality can be seen from the fact that the hand shower and head shower can be used simultaneously, that the top rail and head shower can be rotated as needed and the fact that the shower heads have rub clean.

*"With A-pex, I have strived to design a simple, logical and characterful product that I like, as it unites the classic elements of traditional taps with new solutions and a high degree of userfriendliness."*

*- Anders Hermansen*



**Shower System**  
Article no. 73600.00

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Just as the product has its own story, so does the name. The word "apex" means high point, and the tap's groundbreaking functionality, which regulates temperature and flow, is placed at the top. Another aim was for the design inside the tap to be of supreme quality as well. Hence the name of our new pride and joy: A-Pex



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