

# ShowerStore.com

## FOR IMMEDIATE RELEASE

### UPSTART SHOPPING SITE FINDS GREAT IDEA IN SHOWERS

*ShowerStore.com launched with thorough reviews of its shower products and a detailed section of helpful hints*

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**BALDWIN PARK, CA** – People often say that their best ideas come to them when they are in the shower. For the founders of ShowerStore.com, the shower *is* the idea. Today they announce the official launch of ShowerStore.com – a website they say is dedicated to a better showering experience.

One of ShowerStore.com's founders is Henning Zieger, a veteran of the plumbing category. In 1971 his father founded Interbath, Inc., which helped bring the handheld shower – popular in Europe – to America. Zieger grew up in a shower head factory – literally. He worked summer jobs making showerhead prototypes, developing tooling for new showerheads, and designing brochures and packaging to help sell showerheads. In 1991 he took the position of Marketing Manager and through 1999 helped grow and develop Interbath and its high-end brand Ondine. In 1999 he founded Genau Design & Development, LLC – a marketing and advertising agency based in Southern California.

“We know showers inside and out,” continues Zieger. “We’ve designed them. We’ve manufactured them. We’ve seen thousands of shower installations. We’ve seen all the problems and challenges of getting a good shower in the morning. ShowerStore.com allows us to speak directly with consumers and the trade to share the knowledge we have gained over the years and help people everywhere have a better bathing experience.”

#### **A clean, easy-to-navigate website**

ShowerStore.com is filled with information to help people find the showerhead that's right for them. Zieger says you'd be hard-pressed to find a more comprehensive source of information about showerheads. “We take each showerhead and test it for features, ease of installation and performance. We photograph the sprays so you can see what each spray looks like. We give our opinion of most products and write most of our own descriptions as well. Some manufacturers will have you believe their product offers all kinds of unique features. We help break through the clutter in a clean, easy-to-navigate website and give you the facts as we see them,” continues Zieger.

ShowerStore.com also offers a comprehensive section on fixing common problems found with showerheads. Want to know how to get more pressure out of a shower head? Check ShowerStore.com. What's the difference between Teflon tape and a gasket? ShowerStore.com has the answers to these topics and many more at [www.ShowerStore.com/support](http://www.ShowerStore.com/support).

“About 30% of our visitors go straight to the support section,” explains Zieger. “If all they do is figure out how to get more out of their existing showerhead, we're happy. A warm shower is a great experience that historically speaking most people have only recently been able to enjoy. Let's not take it for granted!”

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### **Devoted to a better showering and bathing experience**

Where does all this lead? Zieger explains that ShowerStore.com's focus is to help people have a better showering and bathing experience. "We have not decided which products to add in the future. There are a whole lot of ways to go. Whatever we decide, we have a strong vision, and the products we add to ShowerStore.com will bring us closer to our goal."

"It's a great experience," Zieger concludes. "Many marketing and design agencies will tell you what to do, but most don't have the day-to-day experience of doing it themselves. ShowerStore.com allows Genau Design to see first-hand how Internet shopping works. It's experience that allows us to better serve our clients."

### **About ShowerStore.com**

ShowerStore.com is focused on helping consumers and trade professionals find the perfect shower head, hand held shower head, or shower accessory at a great price. ShowerStore.com carries fixed shower heads, handheld shower heads and accessories from top names like Moen, Interbath, Ondine, Speakman and Waterpik.

ShowerStore.com contains original content protected by copyright including product photos and detailed information about each product. An extensive support section includes topics like increasing your water pressure, fixing a leaky showerhead and cleaning a clogged showerhead so you get the most out of your new showerhead or handheld shower for years to come.

ShowerStore.com is a service of Genau Design & Development, LLC. Further details about ShowerStore.com and Genau Design is available on the following web sites:

[www.ShowerStore.com](http://www.ShowerStore.com)  
[www.GenauDesign.com](http://www.GenauDesign.com)

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