

**The Linea basin mixer, crafted by Artize, is India's first and only faucet to be awarded the iF Design Award 2014.**

**Date XXXX, New Delhi:** The Linea basin mixer is the epitome of minimalism, says Parichay, Head of Design team – Jaquar Group.” It eliminates every inessential layer between the user and the experience of the product”

Linea's striking design feature is the graceful swinging motion of its spout which also acts as its on-off mechanism. Linea's multi-purpose spout pivots to form an arc that controls the temperature of water along its curve. One can experience a jet of cold, mixed or hot water at varying positions.

Linea's intelligent design keeps the water at the centre of the wash basin away from the brim. The anti-scalding feature prevents hot water from coming into contact with the chrome body allowing it to remain cool at all times. Linea's tribute to exquisite craftsmanship and precision where design, technology and talent combine to deliver a masterpiece could be best seen at its website “[www.artize.com](http://www.artize.com)”

***Availability – Available at all major Jaquar stores across India***

***Price - On request***

**About Jaquar Group:**

Jaquar group was built on the platform of highest quality standards, aesthetics and with the intent of providing world class products. Conceived way back in 1960, Jaquar group is an undisputed market leader in the organized bath fittings category and is one of the fastest growing bath brands in the world with presence in 30+ countries across Europe, Middle East, Asia- Pacific and Africa. Today it caters to various socio-economic segments with brands such as Artize in the Luxury category, Jaquar in the Premium & Essco in the value segments. The Group is a rapidly growing multi-diversified bathing solutions brand with a turnover of more than Rs.2350 crores. **For more information -** <https://jaquar.com/products/>