

Consumers Come Clean About What They Really Do In Their Showers

(NAPSA)—People who do more than just wash while in their shower might be comforted to know that they are not alone. A recent survey found that while the majority of people use their showers for obvious reasons, many reported that they engage in other activities while in the shower, ranging from brushing their teeth and singing to thawing turkey.

While the majority of respondents cited washing their hair and bodies as primary shower activities, 20 percent of respondents said they spend their shower time cleaning their showers. Other top multitasking shower activities include shaving, brushing teeth and singing. When asked to name their favorite song to sing in the shower, “Singin’ in the Rain” was the top response, followed by “Amazing Grace” and “Splish Splash.”

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the most common shower-inspired resolutions cited by respondents were job changes, getting married or divorced, having children and improving the quality of their lives.

“In order to continue creating innovative shower products, it is important that we understand the full shower experience of our consumers,” says Guido Bergman, vice president of marketing for GROHE, the survey’s sponsor.

“We are committed to providing our customers with the best possible shower experience, and the results of this survey will help us find new ways to meet their ever-changing needs.”

For some, those needs can be quite unusual. The survey uncovered a variety of surprisingly popular nontraditional uses for showers, ranging from washing pets and thawing turkey to serving as a beer cooler, a playpen for kids and even a spare bed.

GROHE products are sold through designer showrooms nationwide and select online retailers. For a limited time, the company is offering a Satisfaction Guarantee on all of its Rain-shower products, enabling consumers to try its showers risk free. If for any reason customers are not satisfied with the shower products, they can return them to the company for a full refund.

For more information or to find showroom locations and retailer Web sites, visit www.groheamerica.com.