

## Press release

# New TECEdrainway shower channel: Water's most beautiful way

**Discreet, linear design for elegant shower areas**

**With over 20 years of experience in linear drainage, the Emsdetten-based sanitary and installation specialist TECE has established itself both in Germany and internationally as one of the leading manufacturers of aesthetically pleasing, high-quality drainage systems. Now the company presents the innovation for the modern shower oasis with the elegantly reduced TECEdrainway. The shower channel combines minimalist, architectural design with an extremely narrow drain – for maximum spatial effect and unlimited freedom when showering. TECEdrainway is available in the colour variants brushed black, brushed bronze, brushed brass and brushed stainless steel.**

As a future-orientated family business, TECE is constantly developing new solutions for the sanitary sector. The needs of the user always take centre stage. This also applies to drainage systems: “In extensive workshops with our customers, we determined the ideal shower channel: stylishly present, but discreet and never disruptive. It would be perfect if the shower channel were placed in the transition from wall to floor! The result is TECEdrainway,” explains Christian Hüging, Drainage Systems Product Manager. The result is a stylish look that blends unobtrusively and seamlessly into the ambience – present without being dominant. With the help of the four colour variants, harmonious tone-in-tone combinations or high-contrast accents can be created, depending on the individual colour concept and design preferences.

### **Sophisticated design across the board**

The purist design of the TECEdrainway brings functional benefits to the modern bathroom as well as a sophisticated look. The advanced PVD surface finish provides effective protection against scratches and ensures a long-lasting, elegant look. The integrated 3D gradient of the shower channel also supports user hygiene, as the optimised water flow ensures a practical self-cleaning effect. Thanks to the smooth surfaces without corners and edges, the shower channel is also extremely easy to clean: A quick wipe with a simple cloth is sufficient for this. TECEdrainway sets new standards in drain technology: A slightly twisted cross-section in the rear part of the drain (vortex impulse geometry) and bionic structures ensure a particularly high and efficient drainage line – for a shower channel that is a real eye-catcher and also fully compelling in terms of function. TECEdrainway will be available from September 2025.

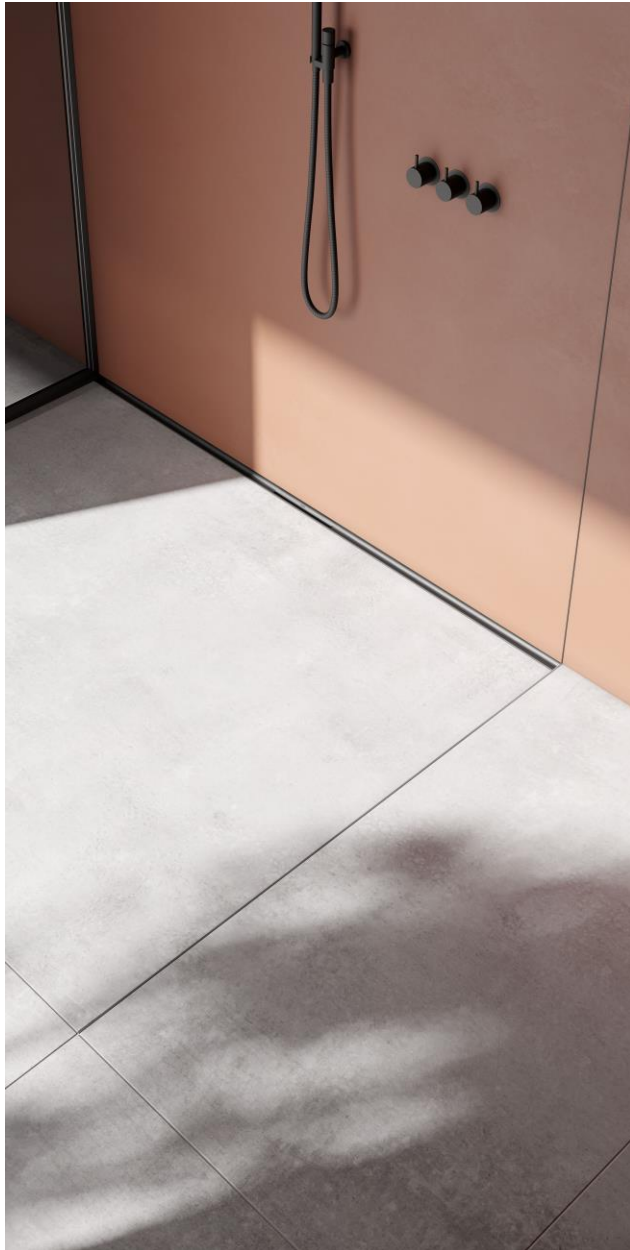
## Images

Image source: TECE GmbH

Download link: [bm2go.de/tece](https://bm2go.de/tece)



TECEdrainway combines minimalist, architectural design with an extremely narrow drain.



The new TECEdrainway shower channel impresses with a stylish look that blends unobtrusively and seamlessly into the ambience – present without being dominant.



The design is available in four colour variants: brushed black, brushed bronze, brushed brass and brushed stainless steel – for harmonious tone-on-tone combinations or high-contrast colour accents, as shown here.

## About TECE

### Closeness is a matter of understanding

For over 30 years, TECE has worked as an independent family business close to people and markets. In direct dialogue with customers and partners, the company develops innovative solutions in the areas of architecture, planning and installation.

Today, pre-wall, flushing and toilet technology are just as much part of the company's areas of expertise as drainage and pipe systems.

TECE is active worldwide and employs almost 1700 people. International sales are handled by 22 subsidiaries and additional sales partners.

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