

## Revolutionizing showers: Hydraloop Upfall Shower debuts at ISH 2025

### Up to 80% less shower water and energy with high-flow comfort

**Frankfurt, Germany | March 17, 2025** – As the world faces increasing water scarcity, Hydraloop introduces the Hydraloop Upfall Shower at ISH 2025, the world's leading trade fair for HVAC and water. This breakthrough in circular shower technology delivers a high-flow comfort shower while cutting shower water and energy use by up to 80% - marking a major step forward in sustainable water solutions.

This launch comes at a time when governments and industries are tightening regulations on water efficiency. Hydraloop, a leader in greywater recycling, is at the forefront of in-property water-saving solutions, enabling homes, businesses, and community spaces to significantly reduce water waste without sacrificing comfort.

#### **The Hydraloop Upfall Shower: Luxury without waste**

For the past eight years, the Upfall Shower has transformed water conservation in over 1.400 Dutch homes and hotels. Now, Hydraloop has acquired the exclusive worldwide marketing and production rights, bringing this pioneering patented technology to a global audience.

With showers consuming the most water and a significant amount of energy in buildings, they are a key focus for sustainability efforts. The Hydraloop Upfall Shower provides a scalable, ready-to-implement solution for homeowners, hotels, and businesses looking to meet stricter water efficiency regulations and sustainability goals.

Unlike conventional showers that waste 10-12 liters of fresh water per minute, the Hydraloop Upfall Shower recirculates, filters, and treats water in real time. It delivers a full 35L/min high-flow rain shower while using just 2-3L/min of fresh water - a performance unmatched in the market.

This makes the Hydraloop Upfall Shower the only circular shower that combines true spa-shower comfort with extreme water efficiency. Competing circular showers provide just 8-12L/min, whereas the Hydraloop Upfall Shower maintains a full rain shower experience. Advanced filtration and UV-C disinfection ensure that water remains continuously hygienic and safe.

"The future of showering is circular - saving water without compromise", says Arthur Valkieser, CEO & Co-founder of Hydraloop. "The Hydraloop Upfall Shower is a great addition to the Hydraloop product portfolio and proves that sustainability and luxury are not trade-offs. It offers an unparalleled experience while substantially reducing water and energy waste. Together, the Upfall Shower and the Hydraloop water recycler form the ideal combination for ultimate living comfort in a 50L home. This is the first step in expanding our circular shower range, building on the current success and patented Upfall technology. As water stress intensifies worldwide, smart water solutions like these will define the future of sustainable living."

## **Global partnerships to drive international expansion**

Hydraloop's water recycling systems are now installed in 28+ countries, supported by a growing global partner network. At ISH 2025, Hansgrohe has officially announced its collaboration with Hydraloop, combining expertise in premium bathroom solutions and water recycling technology to meet the rising demand for sustainable water management.

These partnerships reflect a broader industry shift as businesses and homeowners seek practical solutions to comply with tightening water efficiency regulations. With a strong network and growing international interest, Hydraloop is expanding the reach of its Upfall Shower, bringing its water- and energy-saving benefits to a global audience. As in-property water recycling gains traction, the Hydraloop Upfall Shower offers a scalable solution for both residential and commercial markets, aligning with increasing regulatory demands for water efficiency.

## **Market rollout & availability**

Building on its success in the Netherlands and Belgium, the Upfall Shower will enter international markets starting in 2026.

## **About Hydraloop**

Hydraloop designs, manufactures, and markets decentralized greywater recycling systems and circular showers. Recognized as a global leader in circular water use, the Leeuwarden-based company has a growing international presence with 40 employees across the Netherlands, North America, the Middle East, and Australia.

Discover the Hydraloop Upfall Shower at the ISH exhibition in Frankfurt, 17-21 March 2025, Hall 6, C95.

## **Editorial note**

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