

A young child with curly brown hair, wearing a grey long-sleeved shirt, is shown in profile from the side, focused on washing their hands. They are standing at a kitchen sink. A modern, curved chrome faucet is running water into the sink. To the right of the sink, a sleek, cylindrical stainless steel water dispenser is mounted on the countertop, with a small stream of water being dispensed into the child's hands. The background is softly blurred, showing a kitchen setting with a wooden cutting board, a potted green plant on a shelf, and a window with light coming through. The overall atmosphere is clean and domestic.

simplehuman

summer 2020 | staying home

We are explorers
in search of a more
effortless path
through the daily
routine. With
innovative design
and technology,
we enable lives of
delightful simplicity.

tools for efficient living



"Using our home for
everything has opened
up our eyes to using
our space creatively."

Nicole Lamotte



home.

It's taken on new significance in recent months, hasn't it?

We've all spent more time at home, cooking more, cleaning more, throwing lots out. We've reacquainted ourselves with this wondrous place.

Home sweet home.

Originally, we had planned a big photo shoot in a beautiful house in sunny California for this edition of our catalog. Then, COVID-19. We were asked to stay home, many working remotely, many not working at all. How could we show our support?

While we couldn't shoot in a home, we could send our tools to a home. Why not ask a photographer to shoot in their own home? Better yet, why not ask nine?

In this catalog, we are proud to present our tools intimately captured by nine of our favorite photographers in their abodes. We also asked them to reflect on the meaning of home in light of this darkness, which we all hope will soon pass.

Please enjoy the catalog, order some tools, and join us in supporting the creative community.

Be well.

Frank Yang
CEO & Founder
simplehuman

"My kids have discovered every inch of our yard and house, and I've been following close behind with a camera. They keep us entertained, very busy, and are guiding us through this weird time."

Katherine Levin Sheehan

liquid sensor pump
in brushed | \$60



"Having to slow down a lot has given us space to consider some of the less obvious ways we experience home."
The Collaborationist

sensor pumps

We've all been washing hands more than ever lately. Our touch-free sensor pumps are the perfect tool to stay clean. They're great for dispensing sanitizer as well.



foam sensor pump | \$60

Use prefilled cartridges or a refillable cartridge for use with your favorite foam soap. Variable dispense control. Waterproof and rechargeable.

brushed, polished, brass, rose gold

liquid sensor pump | \$60

For touch-free use with your favorite liquid soap or sanitizer. Variable dispense control. Waterproof and rechargeable.

brushed, polished, brass, rose gold, white

"I see home as
the center of stability."
Magdalena Wosinska



SENSOR PUMP

fast, precise and totally clog-proof

making a simple, effortless and truly useful tool is never a simple process

THE IDEAL PUMP

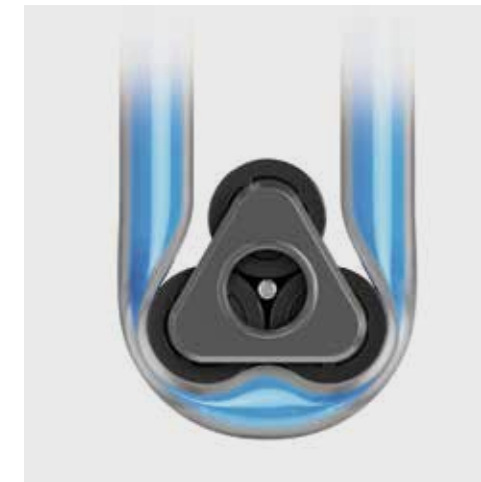
For our latest generation of touch-free sensor pump, we wanted a system that is fast, precise and powerful. The power allows us to push a wide variety of soap types and thicknesses through the pump; the precision allows us to be consistent and accurate in the dispense; and the speed means you get soap-in-hand instantly. In searching for pump technologies that would meet our objectives, we came across a system used in the extremely accurate dispensing of medicines. We set out to learn more and found that the same style of pump is used in applications that require the power and versatility needed to

pump a greater range of materials. There is even a version of this technology used to transport salmon across dams. Precise enough for medical dosing, robust enough for large fish! We were intrigued. We took a closer look to figure out how

to adapt the basic principles to suit our very specific needs.

ABSOLUTELY CLOG-PROOF

Inside the pump, the soap is completely enclosed in an airtight tube so it never dries out. Since it doesn't touch the motor, the soap can't gum up the works. Our robust motor powers a set of wheels that squeezes soap through the tube. The tubing is compressed as the soap is pushed through, and as it re-expands, it creates a vacuum that pulls more soap forward. It's such an efficient system, it's powerful enough to pump creams, pastes, or split-pea soup, if that was somehow useful (we won't judge).



"Home is a place
with great flow for
your day-to-day."
Magdalena Wosinska



steel frame dishrack

Thoughtfully designed to care for all the tools of the kitchen, our dishrack also cares for itself—it's specially coated to keep residue and fingerprints off its pleasing silhouette.



tension arm
paper towel holder

Prevents unraveling and provides just enough resistance to tear off one sheet at a time with just one hand.

brushed, \$25 | black stainless, \$30



sink caddy

Brushed stainless steel. Keep your sink area neat and everything you need within easy reach.

slim, \$13 | standard, \$17

steel frame dishrack

Fingerprint-proof stainless steel. Drains quickly and neatly. No puddles, water spots or residue. Integrated wine glass rack. Rust proof.

compact, \$50 | standard, \$80

"I've been working in the kitchen more than any other time in my life. Stepping back to photograph it made me see the beautiful light-filled space that it is, instead of the workhorse it has become."

Ramona Trent





rectangular sensor can
in brushed | \$200

"Burke is having way too much fun talking to our Sensor Can. He clearly is missing socializing with friends because he named our trash bin, 'Sensor Can Steve.'"

Kellie & Burke Doeren, 22 Waves Creative

sensor cans

No germs, less mess, minimal effort: The sleek, responsive sensor can uses touch-free technology to open with a simple wave or the sound of your voice.



rectangular sensor can

Voice + motion controlled. Whisper-quiet motor.
Liner pocket to store and dispense liners.

brushed, rose gold, white, \$200 | black stainless, \$210



dual compartment sensor can

Voice + motion controlled. Dual compartments
for sorting trash and recyclables.

brushed, rose gold, white \$250 | black stainless, \$260

"Our kids are small
and in a very curious and
adventurous phase
right now, so I'm very
much seeing my
home in a new light."
Katherine Levin Sheehan





"Entertainment in the time of COVID-19: Our new favorite game in the house is coming up with phrases to get the voice sensor can to open."

Nicole Lamotte

SENSOR CAN

quicker, cleaner, more effortless

yes, you can teach a trash can new tricks

ADDING VALUE, NOT COMPLEXITY

When we realized that voice activation would add a new level of ease and accessibility to our sensor cans, we were excited, but knew we had to develop something super reliable. It had to feel like second nature to the people who would use it. If it was finicky or awkward, it could feel like added complexity rather than providing harmony and ease to a task we need to accomplish countless times every day.

THE OBSTACLES

We were told that a long and unusual phrase would be easier for the recognition software, but it didn't feel right to us. Speaking a long phrase every time you want to throw something away is too much effort. We wanted to keep it to

three syllables: open can. The other problem was background noise. Family kitchens are noisy! There is buzzing, clanging and constant conversation. We had to cut through the noise to hear just the right words—every time.

A TRASH CAN WITH EARS

We used a three-mic array that is able to triangulate sound,

pinpointing the area from which noise originates. As soon as any noise is detected, the front mic listens for the trigger words. The two rear mics are there for noise cancellation, to clean away unnecessary noise so the front mic can hear the trigger words more clearly.

We needed the software to recognize different voices and accents. In our sound room, we recorded a wide range of people repeating the trigger words. We also taught the software to recognize and cancel out typical kitchen background noise. We "trained" the can further by repeating "open can" over clanging pots, buzzing sounds, loud TV sets and even a looping stand-up routine by Dave Chappelle. We like to think the trash can was amused.





pet food can
in large | \$120

"It became apparent that our dog is a way
better model than both of us combined."
Kellie & Burke Doeren, 22 Waves Creative



pet food can

Lock-tight handle. Airtight seal. Magnetic lid-mounted scoop. Food-safe bucket.

medium, \$100 | large, \$120 | x-large, \$140



pull-out cabinet organizer

Reduces clutter. Heavy-gauge steel holds up to 20lb. Durable, removable drip guard.

9 inch, \$40 | 14 inch, \$50 | 20 inch, \$60

"My location is my home, and my models are now my kids and husband. They are all quite difficult to wrangle, so it has really helped me figure out how to create images I love within these constraints."

Katherine Levin Sheehan





"We split the day in half: One works while the other takes care of baby boy Dylan. But there's lots of overlap, as it is so sweet to be all together—play, talk and laugh."
Anais & Dax

liner pocket

We made liner changes faster and neater by storing and dispensing the liners one-by-one from inside the can. And our custom fit liners are extra-strong and fit perfectly!



58L dual compartment step can
Neatly sort your trash and recyclables in one convenient, space-efficient place. Innovative liner pocket on one side, handled bucket for easy lifting on the other.
brushed, rose gold, \$200 | black stainless, \$210



55L rectangular step can
Innovative 'liner pocket' that stores and dispenses liners from inside the can for a faster liner change. Liner rim grips the liner and keeps it hidden.
brushed, rose gold, white, \$180



"The hourly shifts, both dramatic and subtle, in the temperature and quality of the light in each part of our home are all fresh discoveries and delights."

The Collaboratorist

STEP CAN

strong, resilient and engineered to last

reinventing our day-to-day, one task at a time

ELEVATE DAILY LIFE

We estimate that the typical family uses their kitchen trash can at least 10 times a day. Trash is one of those essential tasks in our daily routine that people take for granted. That's why a step can was the first product simplehuman ever designed. We saw it as an opportunity to turn a terrible experience into a satisfying part of the day.

DESIGNED FOR YEARS OF USE

We have over 100 trash can-related patents that make trash duty a cleaner, easier experience. Among the first things we focused on was the pedal. That's usually what breaks in a poorly designed can. We engineer and test our pedals to withstand

over 150,000 operations. That's 20 steps a day for 20 years!

TRASH IS DELIGHTFUL

Our products are not just strong and nice to look at. They're useful tools designed around essential daily tasks. We want the experience

to be uplifting. Our pedals are carefully balanced for the ideal amount of foot-force. The lid has to open easily but without any twang or wobble. It needs to feel solid. As it closes, the lid slows to a graceful downward arc. Peaceful. Satisfying.

We accomplish this with our finely tuned lid shox damper that provides just the right amount of resistance to control the motion of the lid. We adjust the balance for each can based on the shape and weight of the lid. The lid shox technology itself has evolved over many generations of can designs to be smoother and more efficient. Obsessive? Maybe, but who doesn't like a simpler daily chore and a product that won't end up as junk in a landfill.



bath tools

Make it neater, simpler and more clutter-free. Our bath tools are an instant upgrade to any bath space.



foam sensor pump | \$60

Rechargeable. Uses foam soap.
Variable dispense volume control. Waterproof.

brushed, polished, brass, rose gold

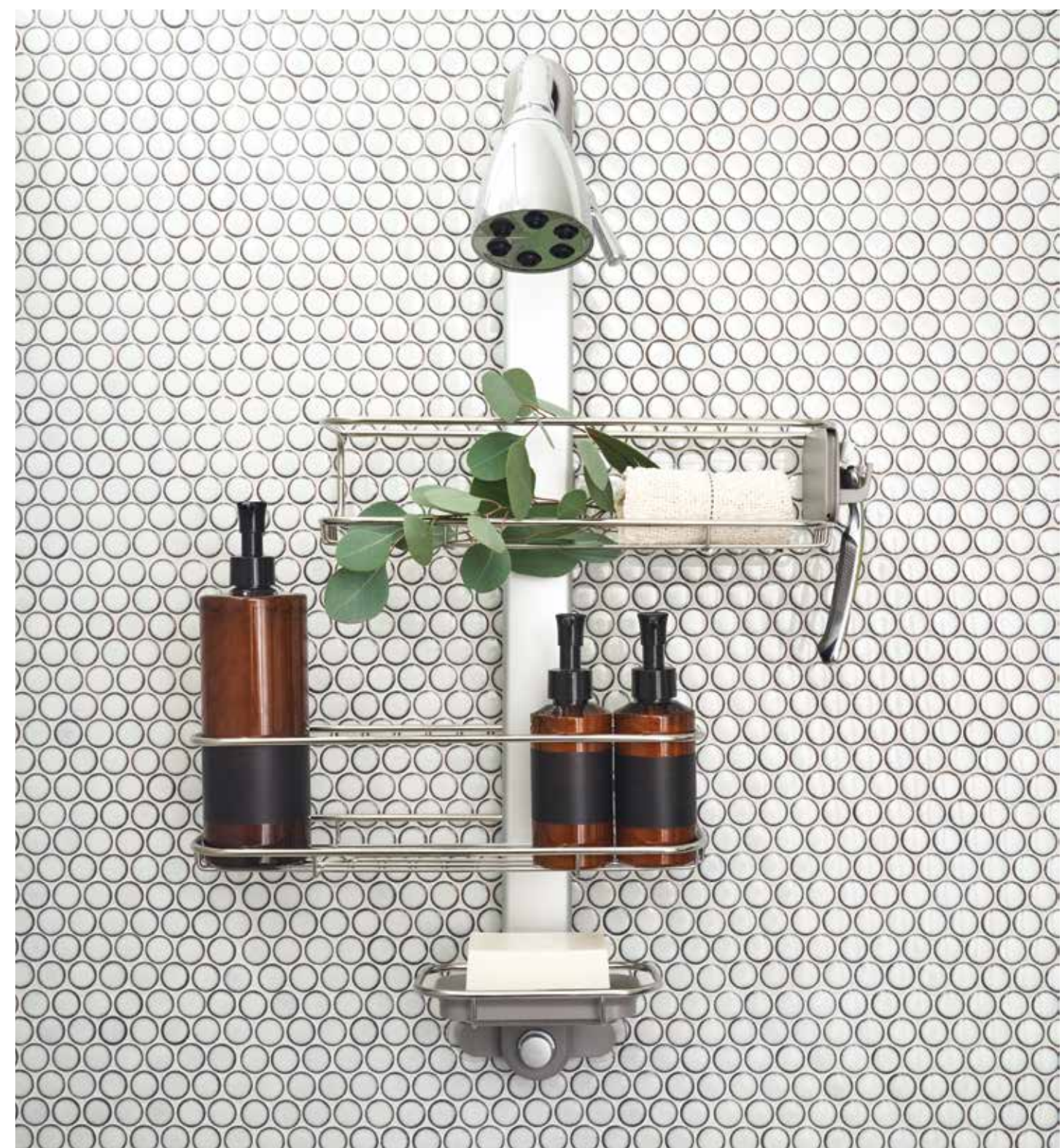


"We appreciate the sense of
comfort that comes with being
somewhere cozy and personal."

The Collaborationist



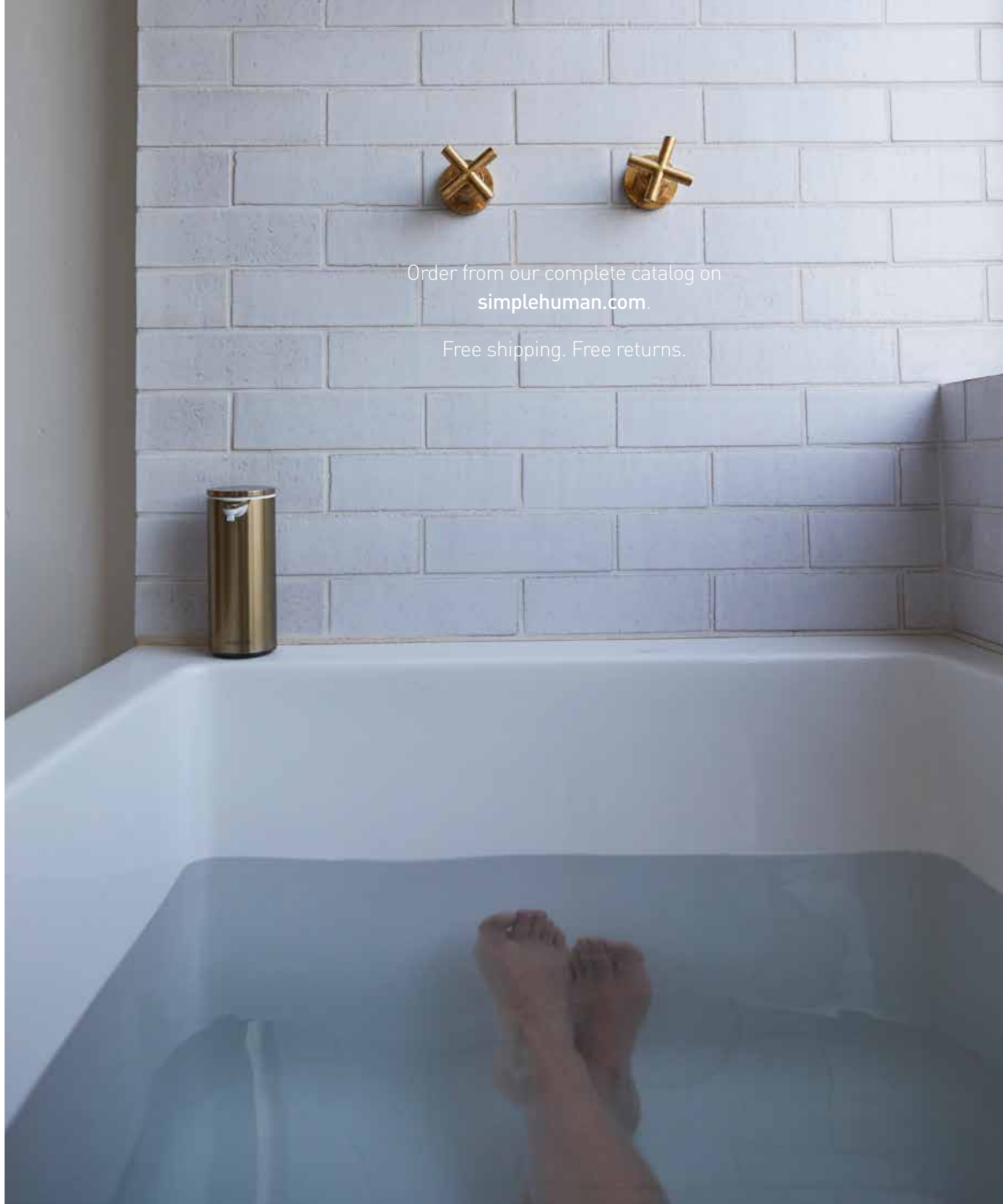
"The calming effect of being in warm water and the clean smell of soap is particularly welcome these days."
The Collaborationist



shower caddy

Adjustable shelves can move up, down or sideways to make room for taller bottles. Moveable divider. Quick-dry soap dish.

standard, \$50 | over-door, \$60 | plus, \$70 | XL, \$80



Order from our complete catalog on
simplehuman.com.

Free shipping. Free returns.

Special thanks to the photographers who gave us a glimpse into their lives at home during these extraordinary times.

22 waves

22waves.com

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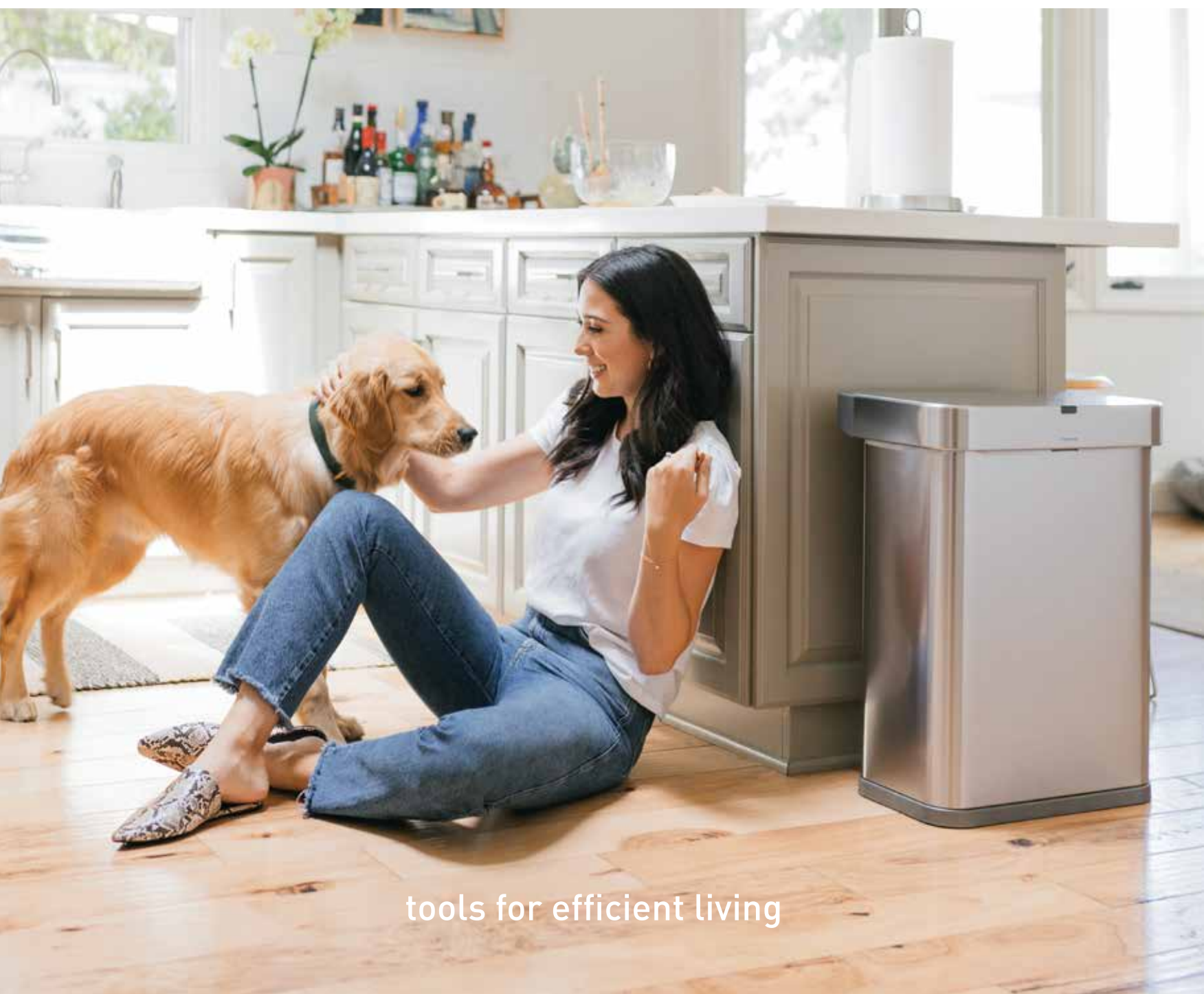
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