

*Pure Freude
an Wasser*



WATER.
INTELLIGENCE.
ENJOYMENT.





"OUR MISSION IS TO INFUSE WATER WITH INTELLIGENCE AND ENJOYMENT. AND REALISE THE DREAM OF THE SMART HOME."

Dear customers,

Welcome to "Water. Intelligence. Enjoyment." – our magazine for ISH 2017. ISH in Frankfurt am Main is more than just a trade show: it is the world's leading event for water and energy solutions in the home. Our challenge is to shape the future of the "at home" experience, discovering ways in which we can use smart technology to enhance our customers enjoyment of water.

Water is a fundamental part of our home, whether it's in the bathroom or the kitchen. At GROHE, we have made it our mission to infuse Water with Intelligence and Enjoyment. We are proving our commitment to this mission at ISH by revealing our next wave of innovation, delivering intelligent craftsmanship for the 21st century.

GROHE Blue Home is focused on transforming your tap water into premium water – perfectly filtered, pure tasting, still, medium, or sparkling. Its counterpart, GROHE Red will be the new hotspot in your kitchen, allowing you to enjoy filtered kettle water straight from the tap.

Opening an entire new chapter for smart home products, GROHE Sense and GROHE Sense Guard, provide unprecedented levels of water security in your home. GROHE Sense warns you in case of water leakage, flooding or unwanted levels of humidity, whilst GROHE Sense Guard even has the power to instantly shut off the water supply, preventing damage to your home.

We are convinced the launch of our Sense line will match the success of another GROHE bestseller: GROHE SmartControl. This intuitive shower interface lets you select your preferred spray pattern at the touch of a button and then twist it to adjust the flow – all at the desired temperature. Now available also in a concealed version.

Our new GROHE Ceramics line is also an exciting step towards our vision of offering perfectly aligned complete bathroom solutions. It provides the perfect match of faucet and sanitary ware, bringing together a century of Lixil ceramics experience with GROHE's leadership in bathroom faucets.

Finally, we have introduced the ultimate shower experience with AquaSymphony. Enjoy pure luxury within your own home, where the sensual flow of water combines with delicate lighting and mood-enhancing music.

To discover more about how GROHE can help you infuse your home with Water, Intelligence and Enjoyment, take a look at our magazine created specially for ISH 2017.

Michael Rauterkus
Chief Executive Officer
Grohe AG

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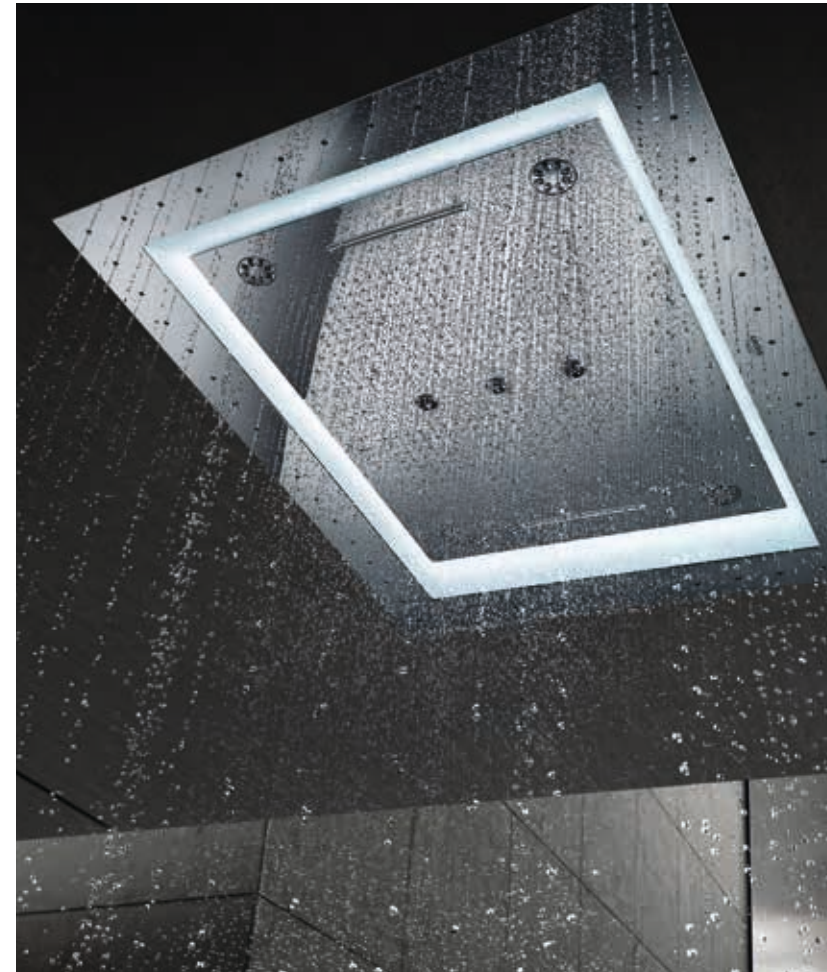
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PURE FREUDE AN WASSER.

Life-giving, universal, joyful – water itself is the source of inspiration for the whole of our distinctive product portfolio. Each of these products is always based on our four core values: Quality, Technology, Design and Sustainability. Balancing these in everything we do allows us to deliver unrivalled water enjoyment to our customers.





QUALITY

GERMAN PERFECTIONISM INSPIRES ULTIMATE CUSTOMER CONFIDENCE.

We strive for an excellence that goes way beyond the surface of our products. In fact, from design to production and customer service we aim for nothing less than perfection at every stage. Our history of great German engineering, rigorous internal tests and numerous external certification processes are what gives our customers complete confidence in a name they can trust.

TECHNOLOGY

MASTERING WATER THROUGH TECHNOLOGY.

In our relentless search for technological innovation we work to integrate the latest digital advances, creating smart solutions that enhance our customers' enjoyment of water. Our in-house experts harness the power of water to enhance the experience of our customers every day – the moment of truth, for our products and brand.

DESIGN

SIGNATURE ELEMENTS STYLED TO PERFECTION.

An empathetic and intuitive design language offers us the opportunity to create products that feel as if they were designed just for you. This unique GROHE DNA that is both ergonomic and visually distinctive has earned us numerous design awards: world class references are testimony to our worldwide recognition.

SUSTAINABILITY

ENSURING WATER ENJOYMENT FOR GENERATIONS TO COME.

Water is as essential as the air that we breathe, one more reason why we are so passionate about it. To be able to offer "Pure Freude an Wasser", not just to today's consumer but for generations to come, we offer sustainable product solutions like GROHE Blue, GROHE EcoJoy and GROHE SilkMove ES, and we demonstrate through our Sustainability Report and Sustainability accolades that we have made a serious corporate commitment to protecting the planet.

WATER.
INTELLIGENCE.
ENJOYMENT.



IT SIMPLY FEELS
SOOO GOOD.

Water is a vital element in our lives. Our bodies are made of water and our homes are built with it. Water surrounds us and accompanies us throughout our lives. But it is also an experience. In the home, the feel of water on the hand or face is a simple but sublime pleasure. The taste of water is essential too; it helps define the taste of everything else. In nature, water is also an experience: a spring rain shower. A bubbling brook in the forest. A waterfall down a mountain-side. The sea. They all can be deeply moving experiences. And because 7.5 billion people around the world rely on this precious element, we use smart technology to guarantee everyone a unique water experience in their home.

WATER
IS ALL
AROUND
US.



EVERY DROP
IS PRECIOUS.

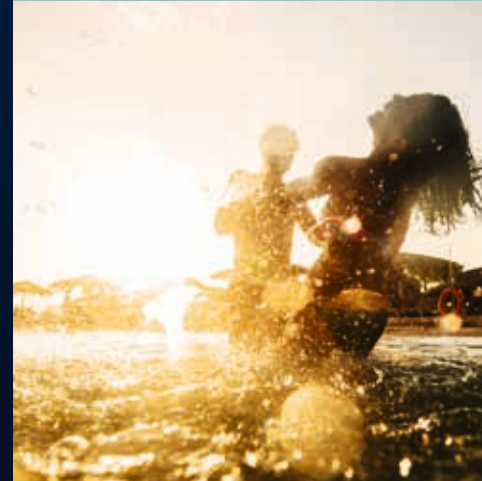
When you look around, there seems to be an abundance of water. But did you know that only three percent of all the water on earth is drinkable?

WITH SMARTER DELIVERY.

At GROHE, we have smart water-saving products that use less water but do not reduce the enjoyment experience. Our EcoJoy faucets reduce water consumption from ten litres per minute to just over five litres. But because they also have an aerator, the user enjoys the same voluminous flow as that given by a regular faucet.

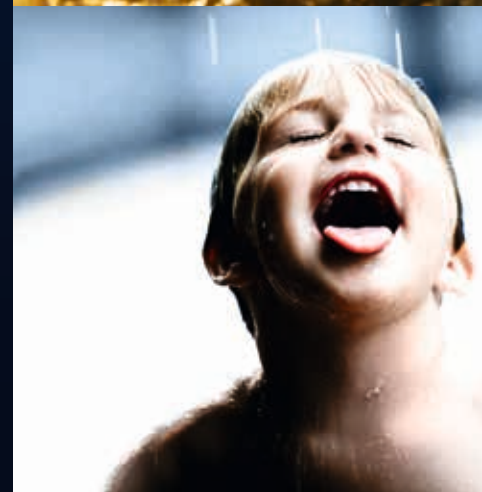


Our planet is a watery place. More than two thirds of the Earth's surface is covered by water. Most of it is in the oceans, but there is also water in rivers and lakes, in icecaps and glaciers, in the air as vapour, and in the ground as moisture. Our bodies are 60 percent water and our brains 70 percent. Water cushions and lubricates our joints, it nourishes and protects our tissues, keeps our body's temperature normal, and helps remove waste. Water refreshes us, cleanses us and sustains us. Without water, we wouldn't exist.



LET'S ENJOY IT
RESPONSIBLY.

Water is so precious, we should all do what we can to save as much as possible each day. For example, simply by turning off the tap when we brush our teeth will save six litres every minute.





UNBOTTLED WATER

REFRESH WITH **GROHE BLUE HOME**



Still waters run deep. If you prefer your water cool and still, nothing could be simpler: just push the top button. The LED lights up blue and your glass fills with pure refreshment.



Sparkling – but not too much? More of a medium sparkling? Coming right up. Press both buttons in sequence – the LED lights up turquoise – to produce a finely pearled stream of water.



Sparkling water, alive with bubbles. If that's your idea of thirst-quenching heaven, just press the lower button – the LED lights up green – for your perfect glass of water.





THE BEST PACKAGING FOR WATER: NO PACKAGING AT ALL.

WE ARE RESPONSIBLE FOR OUR SMALL BLUE HOME, THE EARTH.

It demands of us that we care for its environment and save its precious water resources. At GROHE Blue Home we have a goal: to help save the planet one glass at a time.

It might seem obvious, but in a world that is slowly sinking in a sea of plastic, the issue of the practically indestructible plastic bottles is becoming more urgent than ever.

Not only that, it takes an astonishing 7 litres of water just to produce a single litre of bottled water, not to mention the energy used and CO₂ emissions created.

So do we really need bottled water? At GROHE we believe we have found the solution in GROHE Blue Home. We commissioned the University of Göttingen to carry out in-depth research that made comparisons of CO₂ emissions. The result: a huge reduction of 61% compared to bottled water.

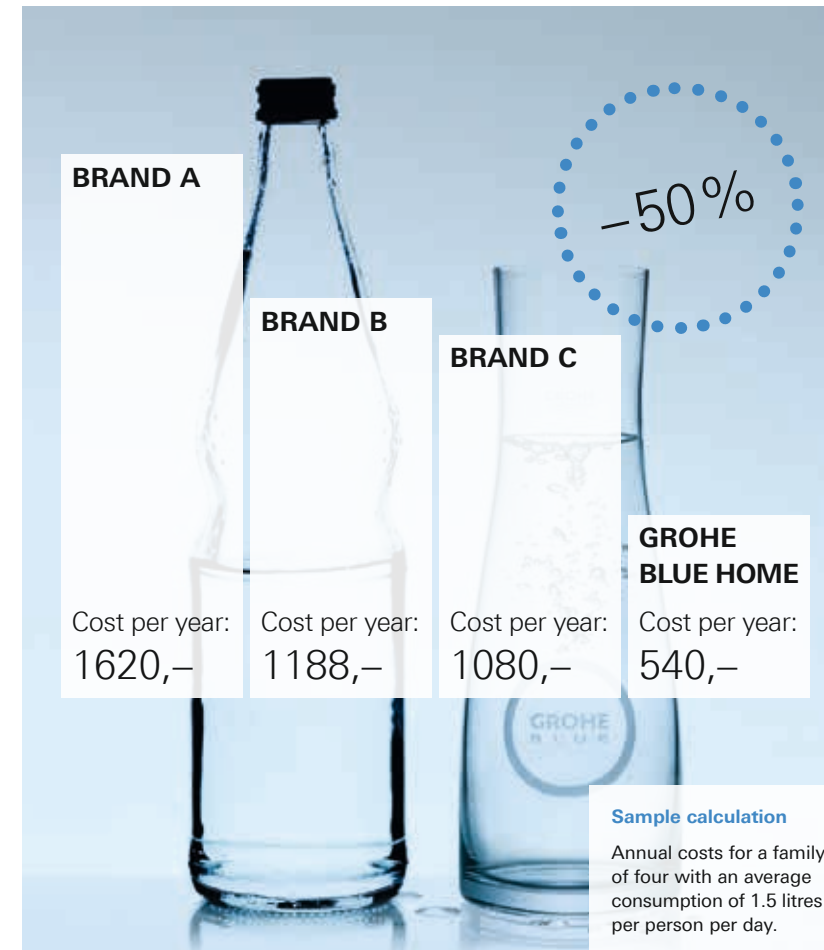
So you can have pure water enjoyment without compromising your green ideals.

SAVE IN THE LONG RUN AND IN THE SHORT.

GROHE Blue Home is an investment in more ways than one. When you look at the costs of providing quality drinking water for your family and friends 365 days a year, you'll see how quickly you start to save in comparison to bottled water.

It's a simple piece of arithmetic. You'll soon be saving money with every glass you drink. And that's not counting the time and effort that you save as well.

When you register your GROHE Blue Home purchase online, we'll extend your warranty to 3 years, adding further security to your investment.





THE SHAPE OF TOMORROW'S DRINKING WATER.



When was the last time you truly tasted water? When you took a sip that left you thirsting for more? That's what happens after your first encounter with GROHE Blue Home: a beautiful and intelligent system that transforms simple water into pure thirst-quenching pleasure. And your kitchen into a meeting place for thirsty friends.



GROHE Blue Home has a simple and intuitive mechanism that lets you carbonise your drinking water at the touch of a button. For deliciously cool filtered water, just the way that you – and all your family – like it.



1 min. to change

Here you can choose your ideal temperature between 5°C and 10°C – for lusciously chilled water. And this is the place where sparkling water is brought to life. And where you'll find the sophisticated filter.



A CLEAN CONSCIENCE WITH EVERY DROP. GROHE SUSTAINABILITY



CSR-PREIS
DER BUNDESREGIERUNG

Winner 2017

SAVING WATER ONE DROP AT A TIME.

By 2050, the people of our planet will need 55 % more drinkable water than we have today. Already one third of the world's population now lives in water-stressed areas, and nearly a billion people live without access to drinkable water. These are the findings of the "Global Risks 2015" report.

We can all save a few drops of water each day. For example, we should always use full loads in our washing machines and dishwashers and we can repair dripping taps, which can waste 15 litres of water every day. Also, digital technology is soon expected to make savings in this vital area, too.

BRIGHT WAYS TO SAVE ENERGY.

Amid the world's swelling populations and accelerating economies, the demand for energy will intensify in the near future. And, according to the UN, this increased demand could severely deplete the Earth's limited resources. What's more, obtaining water requires energy, and producing energy requires water, so a holistic solution – one that addresses all factors – is essential.

Every time we draw hot water we consume energy, so it makes sense to use it wisely. Other slight changes in our behaviour can also save energy; for example, running washing machines on cold water programmes saves energy.

LET'S THROW AWAY LESS AND USE MORE.

According to a recent New York University white paper, global waste production has doubled over the past ten years. And a significant part of that waste is plastic water bottles. By 2025, the world will produce rubbish at a rate of 2.5 billion tonnes per year. This growing waste problem impairs public health, pollutes the environment and threatens to drown poorer countries in toxicity.

By making slight behavioural changes we can all tackle this problem. For example, we can use refillable bottles – in fact, why use bottles for water at all, when we can get it straight from the tap? Remember, packaging accounts for 30% of the weight and 50% of the entire volume of rubbish.

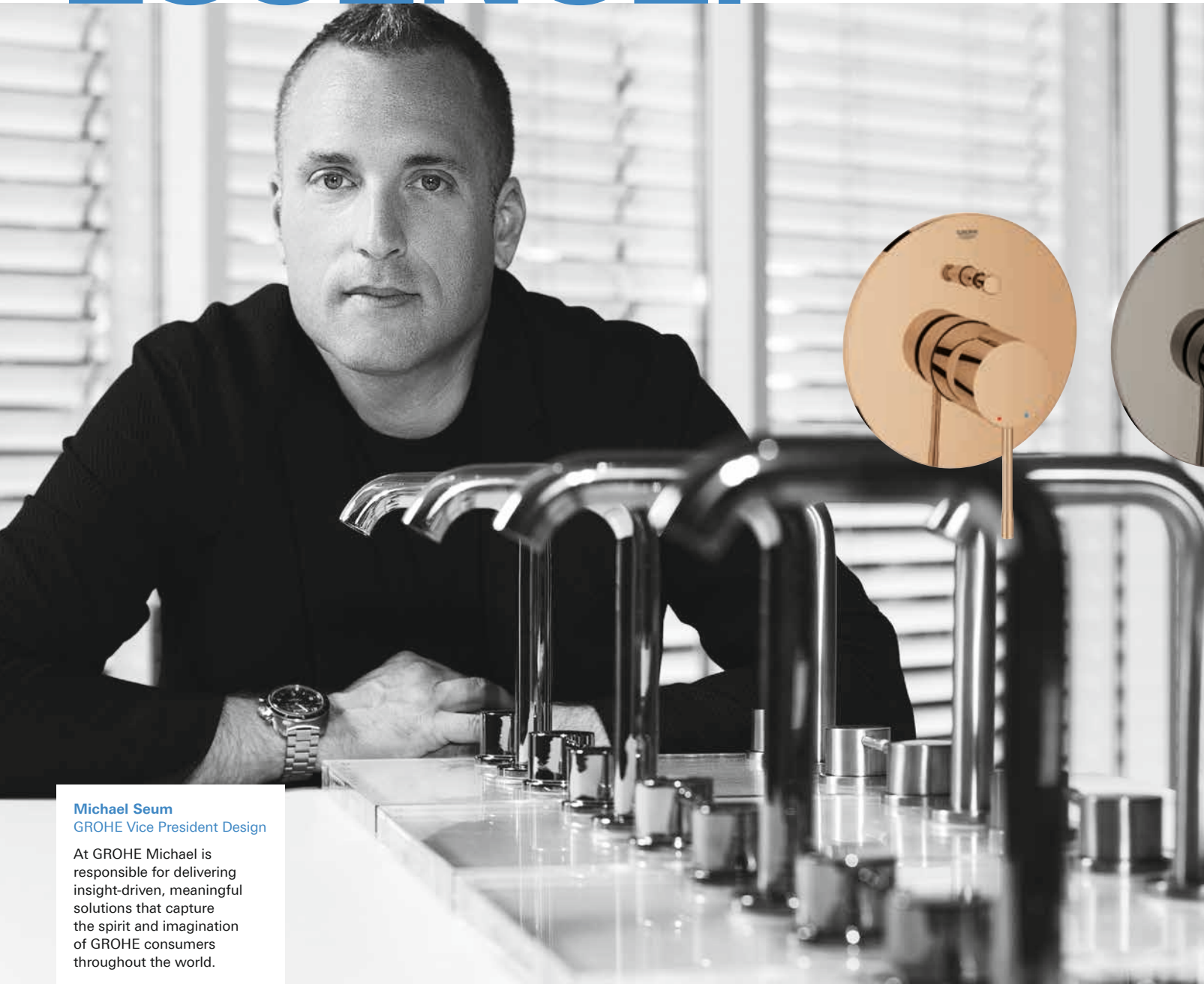


FREEDOM OF CHOICE.

GROHE ESSENCE



MAKING PERFECT ESSENCE.



Michael Seum
GROHE Vice President Design

At GROHE Michael is responsible for delivering insight-driven, meaningful solutions that capture the spirit and imagination of GROHE consumers throughout the world.

The Essence range of classically elegant faucets has always been a hallmark of pure and modern design. They were redesigned last year and have recently been upgraded with a wider choice of deluxe colours and state-of-the-art finishes. We spoke to Michael Seum, Vice President of Design at GROHE, about renewing a classic.

GROHE » What's new in Essence New ... and why?
MICHAEL SEUM » First let me make it clear that we have remained absolutely faithful to the original product philosophy of minimalist shape and purity of design. Our interactions with design thought leaders across the world showed us that there was a growing need for more individuality and personalisation in bathroom design. That's why we have expanded our range to include 8 new options. With these new options we have created an incredibly rich toolbox for the creative mind that enables interior designers to compose their dream bathroom whatever the style.

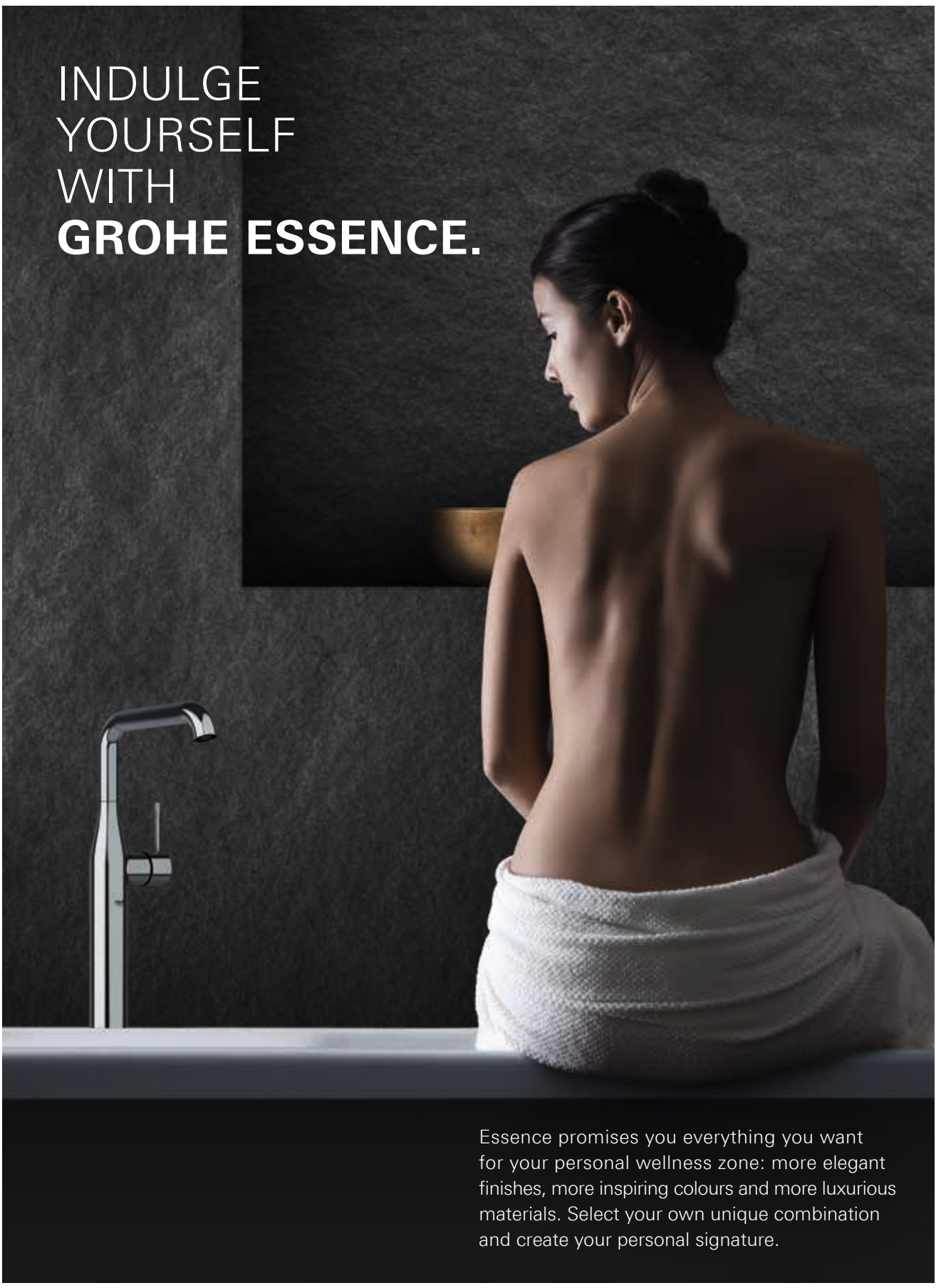
GROHE » What's the initial reaction?
MICHAEL SEUM » In one word: »EXCITEMENT«. Over the last few months, I've been globetrotting with samples of Essence New, and in all honesty I was very pleasantly surprised at the huge positivity and enthusiasm of designers across the world.

GROHE » How would you summarise the main benefits for architects and interior designers?
MICHAEL SEUM » There are three main benefits. Firstly, Essence New gives designers more options than ever to express their creativity. Secondly, this classic design will easily fit into almost any bathroom style – so architects and designers now have a short-cut to specification whatever project they are working on. The third benefit is cost-efficiency. The Essence series has always represented affordable classic design, and Essence New can still be part of proposals that require an element of cost-competitiveness.



Essence combines humanised geometry with a broad colour range

INDULGE
YOURSELF
WITH
GROHE ESSENCE.

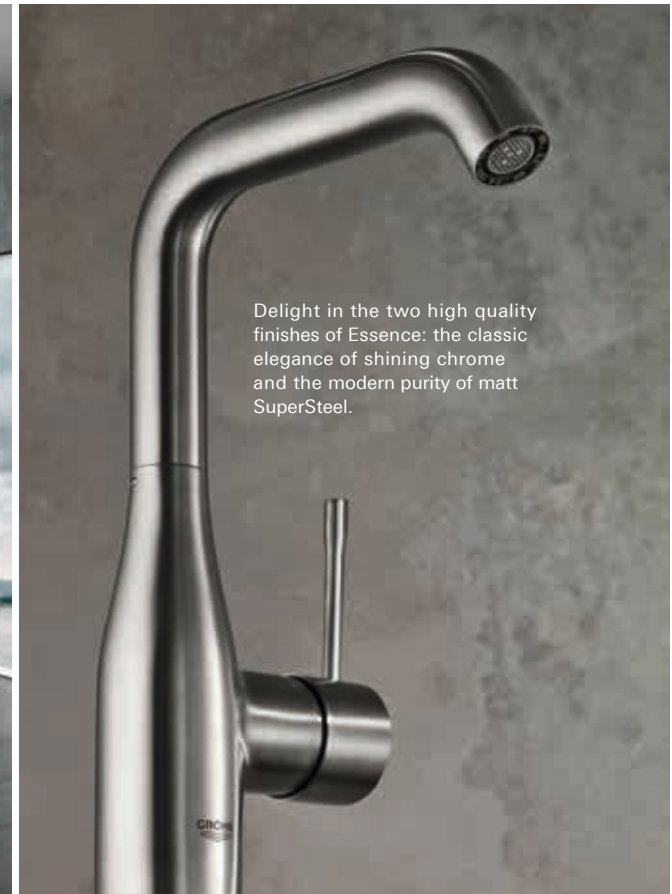


Essence promises you everything you want for your personal wellness zone: more elegant finishes, more inspiring colours and more luxurious materials. Select your own unique combination and create your personal signature.



ONE
PRODUCT
LINE.
ONE
FASCINATING
DESIGN.

A luxurious variety of premium products that fascinates with a modern and elegant design: that is the philosophy behind Essence.



Delight in the two high quality finishes of Essence: the classic elegance of shining chrome and the modern purity of matt SuperSteel.



SENSUAL MINIMALISM
GROHE LINEARE



INSPIRED BY ARCHITECTURE.

ENJOY ULTIMATE FLEXIBILITY IN YOUR DESIGN CHOICES.

Every product of Lineare is a pure composition of both round and square forms using only slim and sleek proportions. To ensure you experience optimum comfort, we used only long and extended spouts for greater convenience. Thanks to its unique character, Lineare harmonises perfectly with both classic and modern bathroom aesthetics, giving you complete freedom in your choice of design.



WATER.
INTELLIGENCE.
ENJOYMENT.



MAKING EVERY SECOND COUNT.

Today, our homes are packed with digital appliances to make our daily lives more comfortable and hassle-free. Intelligent systems are now found in every room of the house, including the bathroom. This is the place where we relax and surround ourselves with the element that is an inherent part of us: water. But in order to enjoy it, we have to be able to control it. Only then can we spend time in the bathroom in total relaxation and indulge ourselves with the pure joy of water. It's no surprise that intelligent water controlling systems are increasingly prevalent. This new innovative technology ensures that every second and every drop of water is enjoyed to the full.



WATER CONTROL.

If there is a leak, our new intelligent leak prevention system GROHE Sense Guard will instantly shut down the water supply. Instantly.



MAKE YOUR HOME SMART.

PERSONAL COMFORT ULTIMATE HYGIENE.

GROHE's new shower toilets clean themselves before and after each use. And because we are fully committed to an intelligent water experience – in all its forms – everybody in the family can set a distinct, personal profile, from temperature to cleansing mode.



MORE INTELLIGENT.

The aim is not to digitalise water, but to make its usage simultaneously more eco-friendly and even more enjoyable – by ensuring that the products and systems that deliver it, do so intelligently.



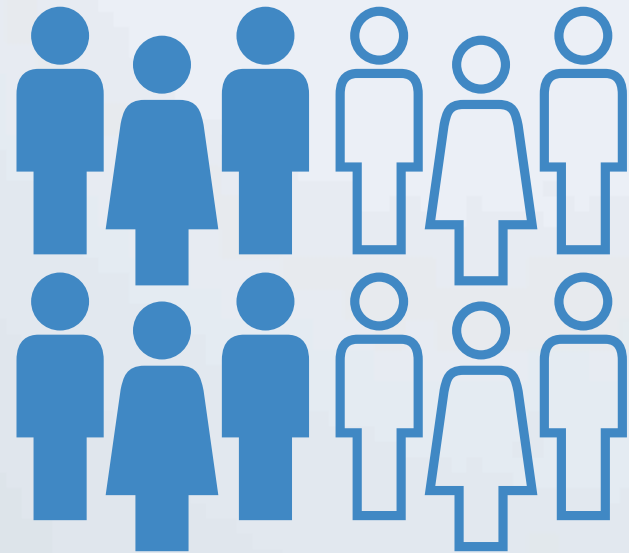
There are many innovative solutions that improve the technical performance and the aesthetics of our home. In particular, our new water controlling system GROHE Sense Guard is a clever advancement that provides optimum safety from an underestimated danger: water damage. And we have even more ideas that allow you to enjoy water without hassle: for example, the surface of sanitary fixtures can be covered with special nanotechnology coatings that repel dirt and make cleaning effortless.



BEFORE A DRIP
BECOMES A FLOOD.

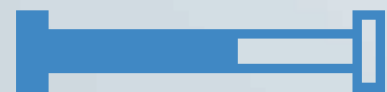
DETECT TO TAKE CARE WITH GROHE SENSE.

THE ALARMING FACTS ABOUT WATER DAMAGE: THE NO.1 PROBLEM WITHIN THE HOME.



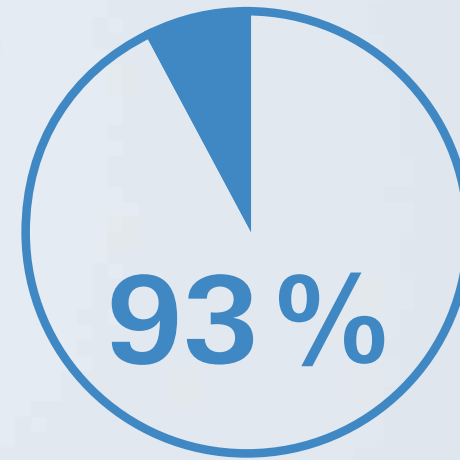
54%

54% of households have experienced mains-related water damage.¹



65%

65% of all cases were related to pipes.²



In 93% of cases, water damage could have been prevented.³

€ 2,297



In Europe the average cost of repairing water damage is € 2,297⁴. 28% of households are not even reimbursed at all. And those who are only get 61%¹ of the total cost reimbursed.



1.1 million

In 2015 in Germany alone, there were 1.1 million cases of reported water damage to private homes.⁴



24 hours

After just 24 hours mould can start to build up due to humidity, causing respiratory problems, asthma and allergies.⁵

¹ The ConsumerView, January 2017, Quantitative Assessment Europe

² The ConsumerView, May 2017, Quantitative Assessment Europe

³ ACE-Group: <http://www.businesswire.com/news/home/20110404007195/en/ACE-Private-Risk-Services-Study-Identifies-Type>

⁴ by German insurers: <http://www.gdv.de/zahlen-fakten/schaden-und-unfallversicherung/wohngbaueversicherung>

⁵ https://irp-cdn.multiscreensite.com/c4e267ab/files/uploaded/Rf7chFZfSe2cTKWmjbMA_WHO_Guidelines%20for%20Indoor%20Air%20Quality_Dampness%20and%20Mould_2009.pdf

GROHE SENSE + GROHE SENSE GUARD: YOUR **SECURITY TEAM** FOR COMPLETE WATER SAFETY IN YOUR HOME.

EASY TO INSTALL



DETECTS LEAKS ON THE FLOOR

SENSES HUMIDITY

SENSES TEMPERATURE AND DETECTS FROST RISK



DETECTS BURST PIPES AND STOPS WATER FLOW INSTANTLY

SENSES WATER PRESSURE, TEMPERATURE AND FLOW

DETECTS FROST RISK AND MICRO LEAKS

TRACKS CONSUMPTION

GROHE SENSE PROVIDES WATER SECURITY FOR YOUR ENTIRE HOME 24/7 **DETECT, ALERT AND STOP!**

GROHE Sense is an easily installed, Wireless LAN-connected water security system for your entire house. It monitors areas where water damage could occur, checks temperature and humidity and alerts you instantly if something goes wrong.

But more than that: GROHE Sense Guard tracks water consumption, detects micro leaks early and in case of a burst pipe, GROHE Sense Guard even shuts off the water supply. Instantly.

Know what is going on in your house anytime and stay in control with the GROHE Ondus app on your smartphone.



MY SHOWER MOMENT.

Think of the moment in your everyday life that you enjoy the most. The moment that you take for yourself to relax and to recharge your batteries: your personal shower moment. This moment is all about you. And we want you to enjoy it without compromise.

That's why we invented a showering system that's based entirely on your intuitive control. In today's world, intuition lets us communicate and even drive cars. And now it lets you enjoy the best shower experience ever.

THE NEW SHOWER INTERFACE

GROHE SMARTCONTROL



GROHE SmartControl is also available with a hidden shower rod.



SMARTCONTROL EXPOSED

YOUR PERFECT SHOWER
EXPERIENCE IS HERE.



Think of a shower. Isn't it simply water droplets falling down? It's hardly rocket science. And yet what GROHE SmartControl does with water has to be felt to be believed. It elevates the simple shower to a whole new shower experience that seems to have been made for you alone.





SMARTCONTROL CONCEALED THE NEW FREEDOM OF SPACE.

Now it is possible to enjoy the perfect shower experience in every bathroom – even small ones. Reduce to the max. GROHE SmartControl Concealed is installed behind the wall for a clean, minimalistic look and more freedom of space. Turn the volume all the way up for a deluge or down to deliver a fine spray. Or choose the right temperature for every drop of water. All at the touch of your finger.



SMART

GROHE
RAPIDO SMARTBOX



DESIGN

GROHE
SMARTCONTROL

SIMPLY MORE ADVANTAGES.

One rough-in runs up to three shower/bath filler functions with just one trim

Efficient piping thanks to bottom inlets

Wall plates adjustable by six degrees

Only 75 mm minimum installation depth

Optional service stops for retrofit

Always compliant with retrofit backflow protection

Easy job-side mounting, no bench vice needed



Control up to three shower functions for a better shower experience

Intuitive operation and perfect control of water volume through SmartControl

Concealed technology and elegant super slim design – 43 mm – for more space under the shower

SIMPLER INSTALLATION: AN IN-DEPTH LOOK.

FITS IN EVERY WALL – EVEN THIN ONES

With an installation depth of only 75 mm, the GROHE Rapido SmartBox fits into every kind of wall, even particularly narrow ones. And it can be installed faster and more easily into brick walls.

THE ROUGH-IN THAT'S ALWAYS ON THE JOB.

EASY JOB-SIDE MOUNTING – LEAVE THE BENCH VICE AT HOME

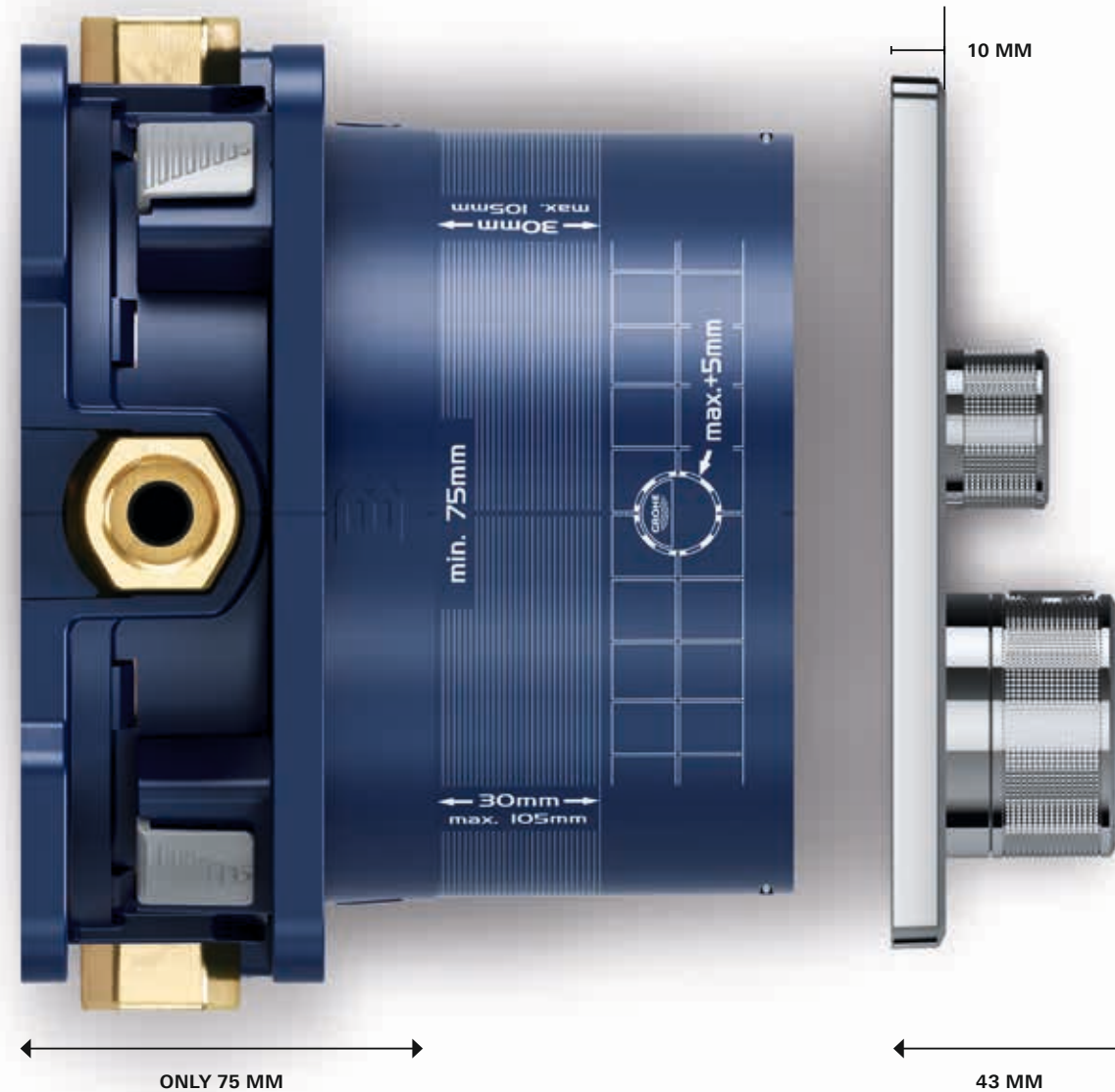
GROHE Rapido SmartBox is the smart innovation that enables fast and easy installation of rough-ins. Thanks to brass outlets, which are readily accessible, the rough-in can be mounted using an adjustable spanner or pipe wrench, allowing for efficient, on-site installation.



ONLY 75 MM
INSTALLATION
DEPTH



ONLY PIPE
WRENCH
NEEDED



SLIM IS THE NEW BEAUTIFUL.

43 MM TOTAL OUTREACH

No matter what the installation depth of the rough-in is, the total height of the trim never exceeds 43 mm. The GROHE SmartControl Concealed combines space-saving convenience in the shower and slim good looks.

THINNER WALL PLATES

With a height of only 10 mm, its super slim design makes the GROHE SmartControl Concealed wall plate both elegant and space saving.

HIDDEN SEALING SYSTEM

The GROHE SmartControl Concealed has an integrated sealing system, completely eliminating water behind the wall.

SYMBOLS CAN BE CHANGED

The control knobs come with a range of different symbols, representing the different shower options. These symbols are clear and recognisable and their functionality distinct. They can be individually configured and also easily exchanged if required.



43 MM
SLIM DESIGN

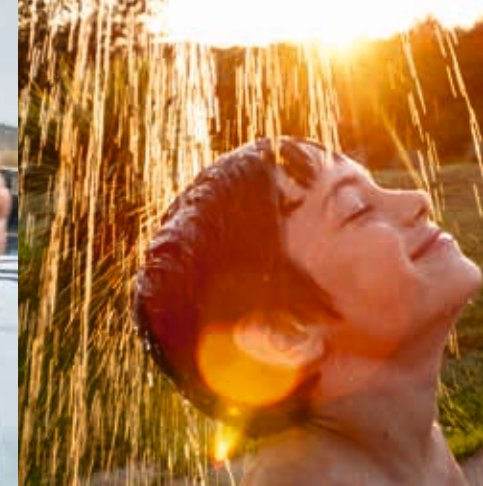
WATER.
INTELLIGENCE.
ENJOYMENT.



**MORE THAN GOOD,
IT'S FABULOUS.**

Water is the essential factor that makes our bathroom rituals so special. So refreshing. So enjoyable. Water rejuvenates and revives us. It is restorative and relaxing. It nurtures and purifies. And GROHE is proud to allow everyone to experience the pure joy of water. That's our mission in life, to help people experience the pure joy, the splashingly refreshing feel, and the utter beauty of water. That's why we combine genuine craftsmanship with high technology. We devise, develop, produce, cast, electroplate, assemble, coat and polish – all to achieve incomparable results. Water makes people feel good, and anyone using GROHE products feels more than just good, they feel the "Pure Freude an Wasser", they feel sheer enjoyment – with GROHE.

IT'S A
PERSONAL
CHOICE.



BATHTIME IS FUN TIME.

As kids we probably all experienced the splish-splash joy of a bath before bedtime. Now we enjoy our own kids splashing and laughing.



BENEFITS EVERYONE.

The deep muscle relaxation associated with a good hot bath helps to reduce cramps, tension headaches and improves muscle elasticity. Beneficial for everyone from athletes to desk workers.

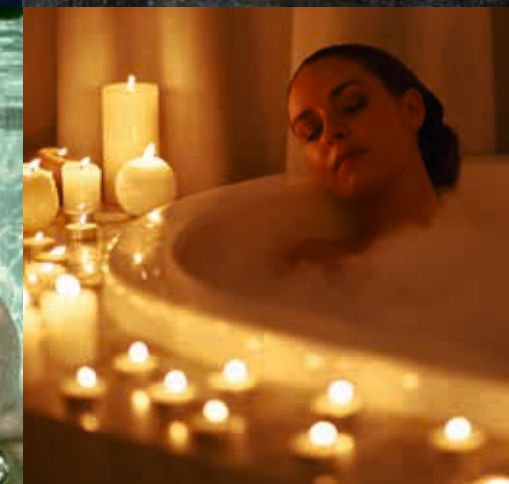


BACK TO BEFORE YOU WERE BORN.

Why is taking a bath so relaxing? Some say that it takes you back to a time when there were no worries, no threats, no uncertainty. The time when you were in the womb. Others say that it's nice because it just is.



Some people like the opulence of a billion bubbles. Others prefer the pure fragrances of crystallised salts. Whatever the choice, most people cannot resist a nice hot bath when it's time to relax. Some like it hot, others prefer cool. Some sing, some languish, and others just wash. And it doesn't stop there. Even the basin caters to individual preference: a splash and a dash, or a rigorous rub. Everyone cherishes their own individual way of enjoying water. But we believe that they all should have one thing in common: pureness. That's why with GROHE, everyone can create a bathroom based on their own personal habits and needs – to enjoy water to the fullest.



PURE LUXURY GROHE AQUASYMPHONY





Rain Sprays



AquaCurtain



Waterfall XL Sprays



Drizzle Sprays



Pure Spray

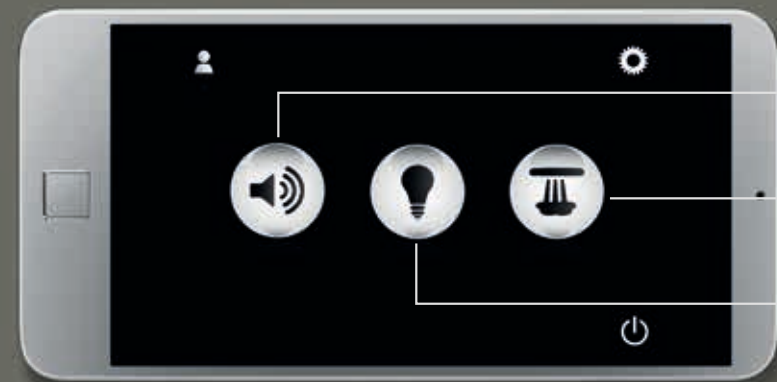


Bokoma Sprays



INGENIOUS: A TOTAL WATER EXPERIENCE AT YOUR FINGERTIPS.

Compose your own water music. With AquaSymphony you can create your perfect shower moment. The intelligent control system lets you select and adjust a different shower experience every day, to be completely in tune with your wishes.



INTELLIGENT AND INTUITIVE.

One ingenious App to conduct a perfect ensemble. The F-digital Deluxe base unit box and an Apple or Android mobile device installed with the GROHE SPA App, allow for perfect control of light, sound and steam – as well as individual modules. Let the performance begin.

LET THE MUSIC MOVE YOU.

Let the sounds of your favourite music mingle with the music of splashing water. Whether you prefer cool jazz or the uplifting sounds of a symphony – you can enjoy an individual concert of your choosing.

INVOKE THE HEALTHFUL PROPERTIES OF A STEAM BATH.

Gentle steam, long known for its many positive effects, is now available in your shower. It opens the pores, detoxifies the body and hydrates the skin. Aromatic oils enhance the steam for a relaxing and extra luxurious pleasure.



CHROMOTHERAPY FOR THE SOUL.

Make your shower experience perfectly complete by surrounding yourself with a curtain of colour. A myriad of different colours let you create a personalised light show to delight and relax you while you shower.



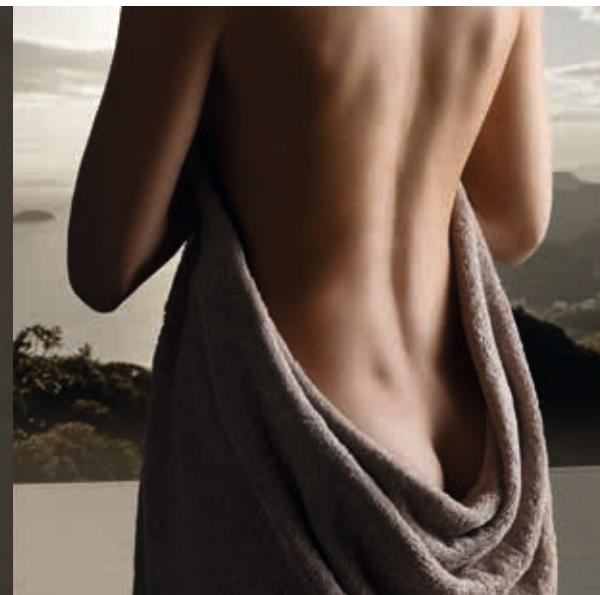
WHEN
GERMAN
DESIGN AND
ENGINEERING
MEET
JAPANESE
SPA CULTURE.

Would you eat raw fish without knowing something of the culture and tradition of sushi? We have learned so many things from Japan's culture: bathing rituals, eating rituals, manufacturing processes. We studied their advanced sanitary customs and technological know-how and now introduce a new and revolutionary sanitary concept based on breakthrough technology. A technology that cares intelligently and that will change your life – at least, an essential and most private part of it.

INTELLIGENT CARE

INTRODUCING THE NEW CLEAN:
GROHE SENSIA ARENA





INTELLIGENT CLEANLINESS TAILOR-MADE FOR YOU.

Your bathroom and toilet should feel like the cleanest space in the house! We know that to feel totally clean you need to have confidence, that your shower toilet is pristine and hygienic too. That's why every design detail has been carefully considered to offer new levels of cleanliness at every stage. Special hygienic coatings and powerful flushing mean the toilet effectively cleans itself, while the self-cleaning, anti-bacterial spray arms give you total peace of mind when using the spray function.

ENJOY A WEALTH OF BENEFITS THAT WILL FIT YOU LIKE A GLOVE

01 PERFECT SKIN CARE

With a selection of fully adjustable sprays, anti-bacterial twin shower arms and unlimited warm water for comfortable cleaning we offer perfect skin care: SkinClean.

02 ULTIMATE HYGIENE CLEAN

With leading-edge AquaCeramic technology, germ-resistant HyperClean coating and self-cleaning, anti-bacterial spray arms you can be certain of 100% hygiene security: HygieneClean.

03 PERSONAL COMFORT

With features like odour absorption, air dryer, nightlight and the smartphone app we offer the smartest comfort: Personal Comfort.

“DESIGN THAT CARES.”

Good design should be instinctive to use, with form and function marrying perfectly to create objects that make you feel instantly at home. Our design for the new Sensia Arena is pure and fuss-free. We've designed it with clean lines that leave dirt nowhere to hide, its smooth shape a model of discreet elegance. It includes details that will give you a subtle sense of comfort, from the nightlight that guides you through the bathroom after dark to the automatic open and close feature of the lid, each one carefully thought out to make you feel looked after and secure. For its sleek silhouette to its technologically advanced finish we believe that with the Sensia Arena we've set the benchmark for the future of personalised, clean comfort.

Michael Seum, GROHE Design





PERFECT **MATCH**

INTRODUCING GROHE CERAMICS





GROHE CERAMICS – MADE TO MATCH IN FORM AND FUNCTION.

Finding a perfect match isn't easy. That's also true for the bathroom. Because our ceramics come with a selection of recommended combinations that fit our faucets, showers and sanitary systems they complement one other in both design and technology; the overwhelming variety of options is distilled into one simple choice. Save yourself the trial and error and make only one easy choice: for a perfect match.



CUBE CERAMIC

A CLEAR STYLE STATEMENT.

Step away from a busy, cosmopolitan life for a moment and enjoy the essential. With its strong, minimalist lines, the stunning Cube Ceramic collection sums up cool and contemporary bathroom luxury. Every product in the collection has a sophisticated feel, modelled on the crisp, clean lines of the cube. The dynamic shapes and smooth surfaces are designed to be fuss-free, ideal for creating a modern bathroom scheme that brings a sense of calm clarity to your day.





EURO CERAMIC IN TUNE WITH MY LIFESTYLE.

Imagine a great looking bathroom which adapts effortlessly to your real life, where you start and end your day in a personal space. A bathroom which is both hugely practical but also fun and visually distinctive.

The Euro Ceramic range has been specially designed to match up an excellent performance with an attractive price. You can enjoy a flexible and stylish bathroom day in, day out for years to come.



PRODUCT NEWS.



ALWAYS STRIVE FOR NEW GOALS.

At GROHE it is our aspiration to never stand still. We are already the world market leader in premium faucets. But that doesn't mean we stop evolving. On the contrary, we want to keep developing new products using the most innovative technologies to give you the "Pure Freude an Wasser" as we call it. That is our philosophy.

We are proud of every one of our new innovations. They allow you to enjoy water with all your senses. Discover our new ideas for your perfect water experience.

AN EMOTIONAL **SHOWER EXPERIENCE.**

GROHE RAINSHOWER 310 2-JET

Showering is not just a cleansing ritual. With the new Rainshower 310 2-Jet head shower it now becomes an emotional experience. Choose from two individual sprays for relaxation or invigoration and you will experience a total body immersion under the XXL sized showerhead. To make it even more exhilarating, we have given this Rainshower 310 2-Jet a premium design with a perfect balance of size and slimness.





SIZE MATTERS.

GROHE TEMPESTA 210

Enjoy a truly expansive shower time. The 210 mm diameter of the Tempesta 210 head shower creates a wide coverage for a total shower experience. Simply turn on the DreamSpray and indulge yourself with a relaxing rain spray. The Tempesta 210 head shower is the right choice for everyone who wants GROHE quality at an affordable price.

YOUR PERSONALISED SHOWER.

GROHE EUPHORIA 260
SMARTCONTROL

Adapt your shower to your personal mood and need. The Euphoria 260 SmartControl has three zones you can choose from. With just the turn of a knob you control the spray: from a powerful jet spray for rinsing out shampoo to a rain spray that relaxes you after a long day at work. Let this generously proportioned showerhead give you an exhilarating moment all to yourself.



**THE COOLEST WAY EVER
TO DINE WITH FRIENDS**

Imagine, delicious food and delectable wine, while a brilliant array of sea life swims, darts and dances before your eyes.

UNDER WATER



**THE MOST BEAUTIFUL RESTAURANT
IN THE WORLD**

Food and water are often served together, but never like this. 500 metres offshore from PER AQUUM Niyama island in the Maldives' Dhaalu Atoll, the Subsix underwater lounge and playground urges visitors to "dive beneath the surface and explore their desires."

A speedboat brings curious guests offshore where they go six metres below sea level to enter a place of pure indulgence.

Wherever you look, you will be fascinated by the water-world inspired interior and the maritime world of the Indian Ocean outside. An exquisite menu and a sparkling glass of champagne taste even better when you are surrounded by a dense reef of over 90 coral species and the most colourful observers like the parrotfish and the butterflyfish.

FISH WITH EVERY COURSE

Obviously Subsix is a top-class, exclusive restaurant where the menu is haute cuisine, but the real star of the show is the watery habitat outside. **Bon appetit!**

© Pictures on the right: PER AQUUM Niyama



Choose GROHE Red Mono for boiling water only or GROHE Red Duo for boiling water plus mixed hot and cold water.

THE NEW HOT SPOT IN YOUR KITCHEN.

GROHE RED

Never wait for the kettle to boil again. With the innovative GROHE Red system you can fill anything, from a mug to a large pot, with kettle-hot water in an instant – and all direct from your kitchen tap. With GROHE Red you still have your standard kitchen mixer, and a second lever provides kettle-hot water on tap.

» » [Find out more on grohe.com](https://www.grohe.com)



Push the button and enjoy an immediate and unlimited supply of kettle-hot water straight from the tap. With its child-lock function, GROHE Red is also perfect for families.

DELICATE DESIGN, POWERFUL FEATURES.

GROHE ESSENCE PROFESSIONAL



Enhance your kitchen's performance with the sleek, architectural Essence New Profispray tap, designed to bring professional features and convenience to your scheme. From the 360 degree turnable spring arm to the effortless EasyDock M magnetic system for the dual-spray metal head, every detail has been designed with ease of use in mind. Featuring GrohFlexx technology, the hygienic silicone hose is not only easy to clean but also comes in a choice of colour finishes to harmonise with any kitchen sink.

» » [Find out more on grohe.com](https://www.grohe.com)



A CYLINDRICAL STATEMENT.

GROHE CONCETTO PROFESSIONAL

Treat your kitchen to an upgrade with the Concetto Profispray tap, putting premium, professional performance in your hands. Switch the pull-down head between a mousseur and powerful SpeedClean spray with ease – the EasyDock M intelligent docking system uses a powerful magnet to automatically dock the spray head when you are done. The new Concetto Professional is also a great solution for installation on kitchen islands and under wall cupboards. Enjoyable to use, it's the ideal way to add enviable contemporary style to any busy kitchen.

» » [Find out more on grohe.com](https://www.grohe.com)



COSMOPOLITAN DESIGN **NOW EVEN SMALLER.**

GROHE FLUSH PLATES

Square, Round or Lozenge – whatever your preferred form, GROHE Flush Plates allow you to create a cohesive design story throughout the bathroom. Now GROHE is taking the next step in reducing the size of the flush plates. Our cosmopolitan designs will also be available in a smaller, more attractive size. Available in GROHE StarLight chrome, our discreet plates complement our faucet collection and will be available in chrome, matt-chrome, alpine-white and supersteel surface.

FOR MODERN CONCEALED INSTALLATIONS.

GROHE GLASS COVER SKATE COSMOPOLITAN

The new Glass Cover combines noble materials with high functionality. The cosmopolitan design creates a modern clean look in every bathroom with an ultra-slim design provided by an evenly built-in actuation. It is the ideal solution for when you want to upgrade your regular toilet to a Sensia Arena shower toilet, enabling an invisible water connection without damaging the tiles.



SOPHISTICATED SIMPLICITY.

GROHE ESSENCE E

The design vocabulary of the Essence E range of faucets, based on the cylindrical form, is simple yet sophisticated. Contemporary looks and a high level of comfort thanks to the height and swivel spout combine to form an elegant design, which looks equally at home, in public and semi-public areas as in restaurants and even private sanitary facilities.



INSPIRED BY CUBISM.

GROHE EUROCUBE E

The Eurocube E is based on our successful one hand mixer design but we've added our proven infrared technology. This combination is a cubistic eye-catcher in every toilet or bathroom, suitable for homes, offices and hotels.



BEST CARE THERMOSTAT.

GROHTHERM SPECIAL

Grohtherm Special is the best choice for the elderly and for care homes and hospitals. With its full CoolTouch and a metal end stop, it avoids all danger of scalding. 60% larger markings make it ideal for use by the elderly. Grohtherm Special is available in exposed or concealed versions.



» » [Find out more on grohe.com](https://www.grohe.com)



A GLOBALLY CONNECTED COMPANY.

GROHE IS PART OF LIXIL – A GLOBAL LEADER IN THE HOUSING AND BUILDING INDUSTRY.

Beginning back in early 20th century Japan, LIXIL is today the most comprehensive company in our industry, with a unique portfolio spanning everything from technologies that revolutionize how we interact with water, to a full lineup of interior and exterior materials and products for houses and major architectural projects. Operating in 150 countries, LIXIL companies design and manufacture products that are used by more than a billion people around the world every day.

The world is changing rapidly, and LIXIL companies are helping to shape it. Across our brands and technologies, we design and manufacture tomorrow's living solutions, today. From developing smart innovations in people's homes and offices, to redefining the world's most famous city skylines, LIXIL products are transforming the spaces in which we all work, learn, travel, relax, and live.

Alongside GROHE in LIXIL's family of world-class brands is American Standard, INAX, DXV by American Standard and Permasteelisa.

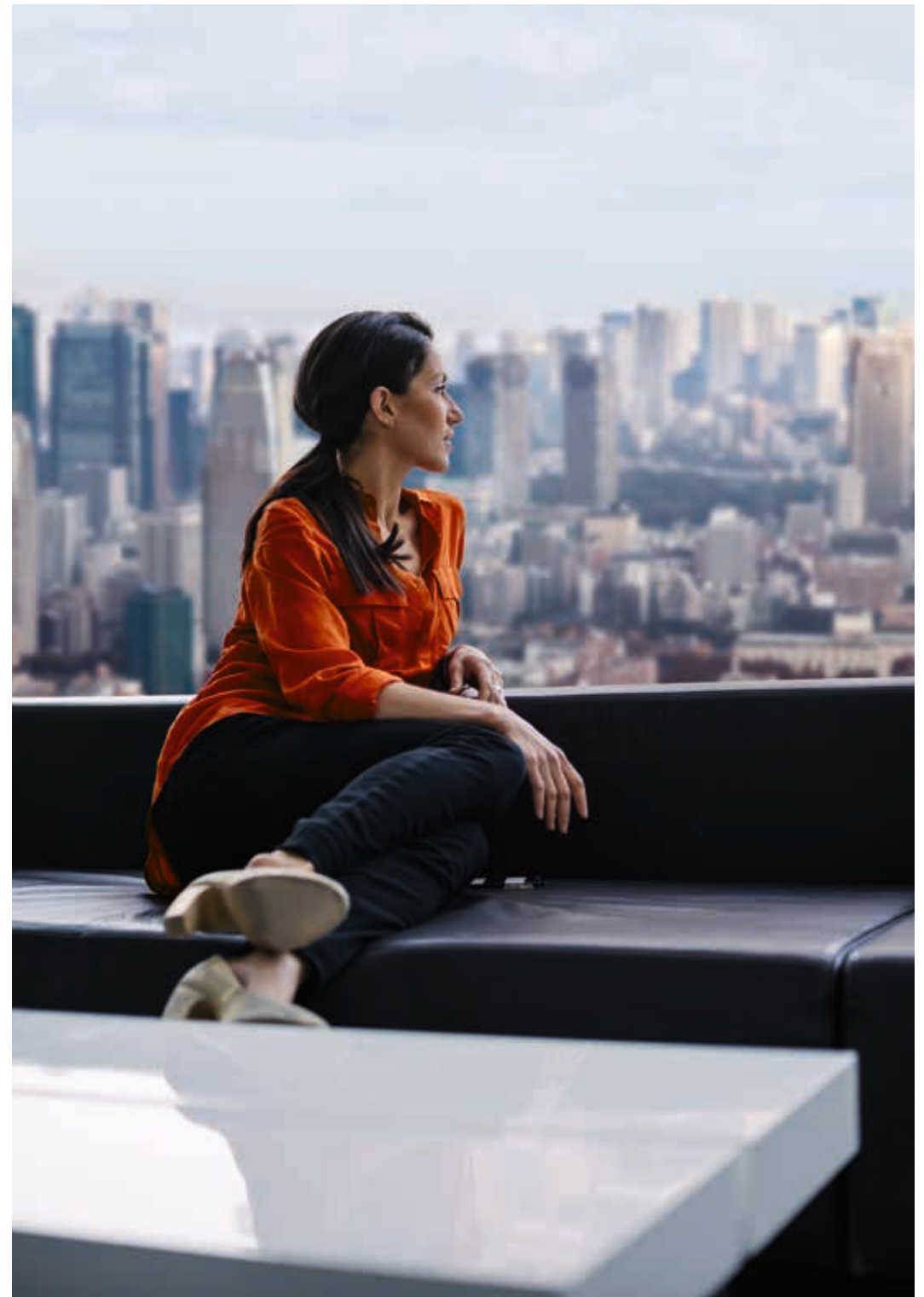
Combined, our brands make us number one in faucets and plumbing-related products worldwide and Japan's premier provider of housing products. We're leading the way in many other areas around the world, thanks to our shared focus on creating innovations that genuinely improve people's lives.

Together we're stronger. Combining our GROHE expertise as the world leader in faucets with the unique technology and insights from LIXIL's other Water Technology brands, GROHE now offers a complete bathroom solution, featuring innovative products like shower toilets and SmartControl showers, alongside revolutionary technologies such as AquaCeramic sanitaryware that stays clean for 100 years. Beautiful, functional and reliable, LIXIL's products and solutions are changing the way people live, all over the world.

Together, we share a powerful vision of a better tomorrow, for our customers and for the world.

As a truly global manufacturing company, we know that we have an important part to play in securing the future of our planet. We believe everyone should have access to clean and safe sanitation, and are committed to using our expertise to help make this possible. We're also leading the way in areas such as energy efficiency and water saving technology and aim to achieve a net zero environmental footprint by 2030.

Together we're creating the future of good living for everyone, everywhere.

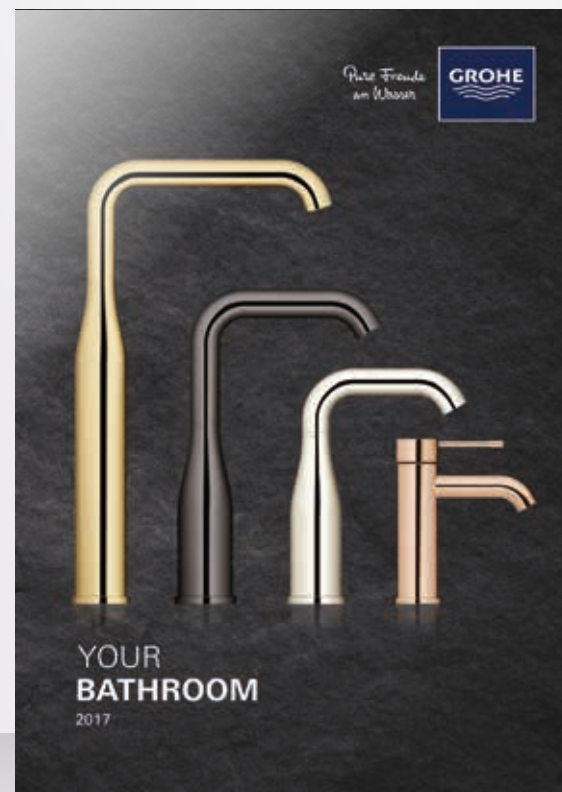


DISCOVER THE WORLD OF GROHE.

What you see here represents just a small selection of what the world of GROHE has to offer. Whether you are looking for ideas and inspiration or solutions for bath and kitchen, here's where you'll find it.

Just scan the QR codes to view the latest brochures as download or PDF on your tablet or smart phone.

OR VISIT THE WORLD OF GROHE AT GROHE.COM



BATH BROCHURE



SPA BROCHURE



KITCHEN BROCHURE



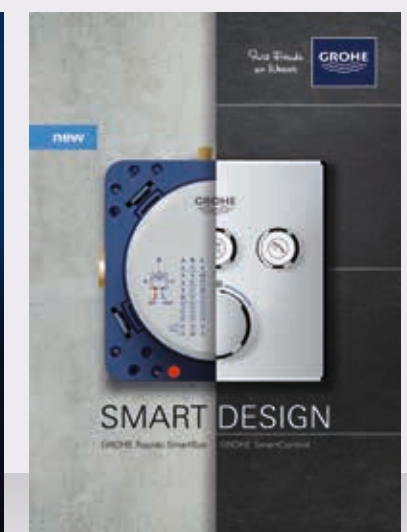
CERAMICS BROCHURE



SENSIA ARENA BROCHURE



SANITARY SYSTEMS BROCHURE



RAPIDO SMARTBOX BROCHURE





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