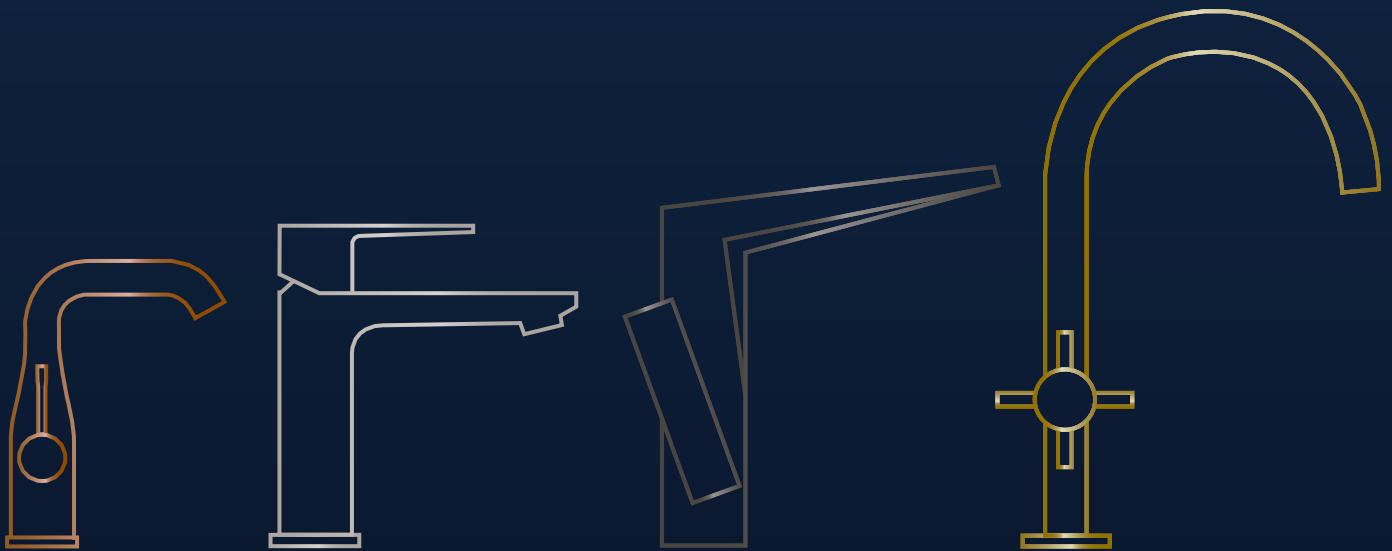


*Pure Freude
an Wasser*

GROHE
~~~~~



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**LIXIL'S CHIEF DESIGN OFFICER  
PAUL FLOWERS ON THE LATEST  
COLOR TRENDS**

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A FASCINATING NEW  
COLLECTION TO EXPLORE

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**THE SECRET OF THE COLORS  
COLLECTION: GROHE PVD  
TECHNOLOGY EXPLAINED**

# FREEDOM OF CHOICE

GROHE COLORS COLLECTION



When it comes to perfect bathroom design, the ultimate guide should be your own personal style. At GROHE, we want to enable you to put your vision into reality. That's why we developed the GROHE Colors Collection. The combination of our outstanding design lines and exclusive colors gives you the ultimate freedom of choice to perfectly express your individuality from faucets, showers, accessories to flush plates.

Whether you like a tone-on-tone color scheme, prefer a harmony of contrasting colors, enjoy seeking out the shining golden beauty of Cool Sunrise or are fascinated by the intriguing elegance of Brushed Hard Graphite, the GROHE Colors Collection is the perfect choice. A carefully selected range of 10 colors and finishes will give you countless options to complement your interior design.

But there is more to it than just the obvious beauty. Our new colors come with GROHE PVD quality. This outstanding finish ensures both maximum color brilliance as well as unparalleled material resistance. We simply call it GROHE StarLight – so that they are guaranteed to look as beautiful decades on as they did the day you first fell in love with them.

Our GROHE Colors Collection is not driven by fashion. It opens new dimensions to expressing your very own personal style in bathroom design. Faucets, showers and accessories are all perfectly aligned in your preferred color with GROHE quality to stay perfect in finish and function for the years to come.

We hope you will enjoy the perfect freedom of choice.

**Thomas Fuhr**  
Chief Executive Officer Grohe AG

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**PAUL FLOWERS** explains why color is so important for the home



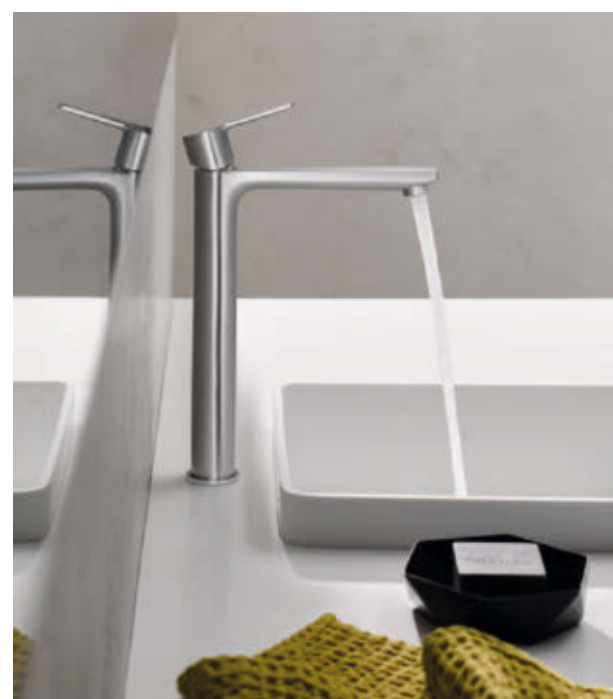
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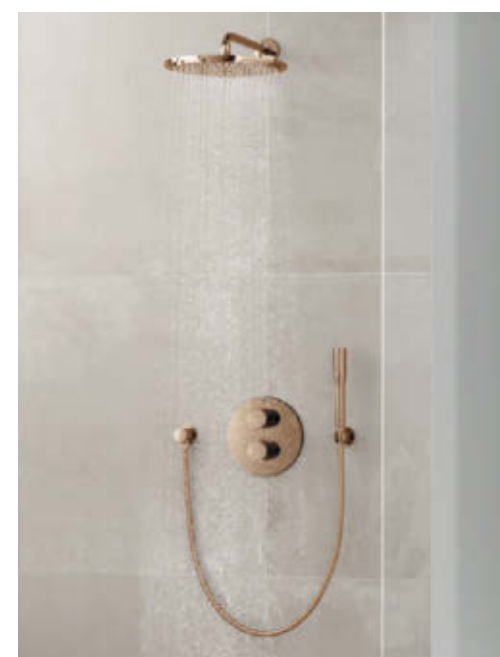
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COLOR IS ALL.  
WHEN COLOR IS RIGHT,  
FORM IS RIGHT.

**COLOR IS EVERYTHING.**

MARC CHAGALL





»WITH OUR **WIDE RANGE OF COLORS**, WE ENABLE EVERYONE TO UNLEASH THEIR CREATIVITY AND EXPRESS THEIR INDIVIDUALITY«

**Paul Flowers**  
Chief Design Officer LIXIL

GROHE's inhouse design team follows a consumer-centric design approach – always keeping in mind who they are designing for. With GROHE Colors Collection, the team created a powerful palette of long-lasting, high-quality colors and finishes that inspire consumers, architects, designers and trend experts around the world.



# »WITH COLOR, YOU CAN **EXPRESS YOUR PERSONALITY** AND INFLUENCE THE MOOD OF A ROOM SIGNIFICANTLY«

## **What role do colors play in your work?**

The use of color in our work is very important and the relevance is constantly increasing. With color, you can express your personality and influence the mood of a room significantly.

At the same time, we must bear in mind that colors can be something very subjective, especially when you ask people in different countries. Everyone perceives a color differently. That's why we have curated a color palette that offers the greatest possible freedom and flexibility which does not follow short-term trends and is globally relevant. Another important aspect of our GROHE Colors Collection is that we offer a harmonious color concept for the whole bathroom, thus simplifying the selection. Matching colors from faucet, shower system to flush plate and accessories provide you with freedom of choice.

## **Where do you get your inspiration from when you create a finish?**

All LIXIL Design Studios around the world attend the important design fairs and design weeks from Tokyo to Milan, from London to New York. We are constantly sharing our insights and discussing the latest trends to create synergies within our internal design community. We are also in frequent dialogue with global architects, designers and trend experts who are working with us on their projects. We want to learn directly from the experts who are using our products every day. It is important for us to look beyond our industry and

to gain inspiration from the furnishing or interior design sectors which have used color for a long time. However, we must abstract fads from long-term trends. In the case of GROHE products, we speak of fixed fixtures that demand design permanence. Of course, quality also plays a major role here – especially in the bathroom and kitchen area. So we needed to find a balance between the latest interior trends, timeless design and our uncompromisingly high quality standards in materials and finishes.

## **What differentiates the GROHE Colors Collection from color, as we typically perceive it?**

In two words: design permanence. When you select a color for your bathroom or kitchen, it is a great difference if you choose it for the wall or the faucet. We are developing fixtures which are there for maybe ten years. So we have to curate our color palette very carefully and look at long-lasting trends. In addition, the quality of the color is extremely important for us. Surfaces of bathroom and kitchen products need to be fairly resistant. That's why we choose a technology such as PVD that assures a durable coating which is three times harder and ten times more scratch-resistant than galvanized finishes. And the best color result: We wanted to make Brushed Hard Graphite as dark grey as possible and give our golden finishes the brilliance they deserve. We are proud that our ten colors and finishes offer timeless design and the well-known GROHE quality.



Throughout the year, the international LIXIL Design Studios visit a plethora of fairs all over the world to find long-lasting trends in the furniture industry. Looking beyond the sanitary industry, they focus on emerging trends in interior design – to create products that inspire GROHE's consumers, not simply following the latest fashion or trends.





The warm colors are a long-lasting trend in the whole world: one of the inspirations behind GROHE's new finishes.



Photo credit: Massimo Gardone



## »WE CURATED A COLOR PALETTE THAT OFFERS **DESIGN PERMANENCE** AND WORKS AROUND THE WORLD«

### **How has the use of colors in design developed over time?**

Color is becoming more and more important and two mega trends are playing a major role in this development: Consumers are defining new living spaces and they are becoming creators. The perception of the bathroom has changed fundamentally in recent years. Formerly, it was a functional space focusing on personal hygiene. Now, it's a 'me-space', a feel-good oasis, where you can relax and lock out the hectic world outside. In addition, the boundaries between the individual living areas are blurring more and more: The bathroom opens up and becomes a living space, turning bathroom products into furnishing items. This is accompanied by the increased desire of customers to design this area according to their personal taste and to reflect the design concept of the entire living space. The bathroom becomes a statement of style. The GROHE Colors Collection enables consumers to play a more active role in the design process and helps them to express their personality in the bathroom or kitchen with matching colors. With our rich color toolbox, we offer the perfect color for every individual lifestyle.

### **How do colors influence the way we perceive the bathroom?**

When designing their own living space, consumers pay much more attention to detail in the bathroom and the kitchen than ever before. Colors are the ideal way to express your confidence and design sensibility. It's no longer about a purely functional space. They set individual accents that decisively influence the atmosphere of the room and connect it with the rest of the living area.

### **And what about the kitchen?**

For the kitchen, we are offering the same color palette as for the bathroom. With our colored faucets and sinks, we are also giving the consumer the opportunity to carry on the color concept of the bathroom in the kitchen. But the same rules apply here as in the bathroom: We offer timeless colors that meet our highest quality standards.



## »THERE IS NO WRONG CHOICE OF COLOR.«

### **Do you have a personal favourite amongst the GROHE finishes?**

My favourite color finish is Hard Graphite. It has a professional and sophisticated look, which matches perfectly in the kitchen with the oven glass, linking the prep and cooking area visually.

### **What are the rules for choosing finishes for the bathroom?**

There are no rules when it comes to finding the right color for your bathroom. With our carefully curated Colors Collection, we made sure that you have true freedom of choice. Whatever your signature style, there is a GROHE color to support your interior concept. You just need to ask yourself which color fits you best. Get inspired, play and apply – a mood board of the interior material palette can be a good starting point.

### **What can you tell us about the interactions of shapes, surfaces and finishes?**

We offer coordinated, seamless design concepts. Therefore, GROHE Colors Collection is true consistency

across every element, from faucets to showers, right down to the details of accessories and flush plates. This applies to GROHE products in general. We want to make it as easy as possible for our consumers and professionals, e.g. with GROHE Perfect Match, we show perfect combinations of form and function for ceramics and faucets. Allowing for unparalleled freedom of choice to create a bathroom that represents your unique personality.

### **Can you give us an example?**

Brushed Gold has an association with “industrial chic” and provides a nice link to mid-century color and material palettes. Cool Sunrise is a striking gold and can make an expressive luxury statement. Polished Nickel has a subtle, almost platinum appearance and is warmer than chrome yet sophisticated and stylish!

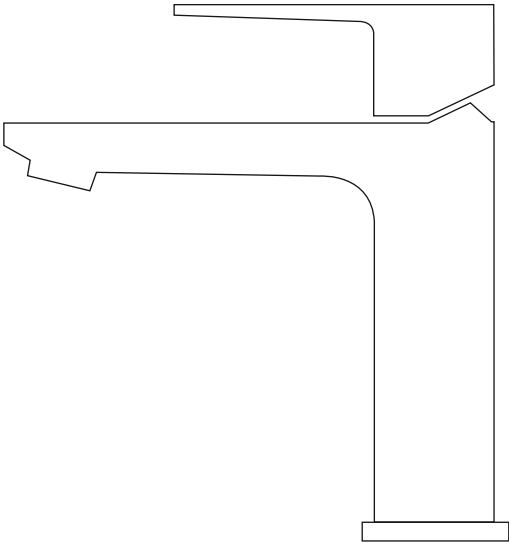


Hard Graphite is modern, masculine and innovative – it fits well with the current black and white trend.

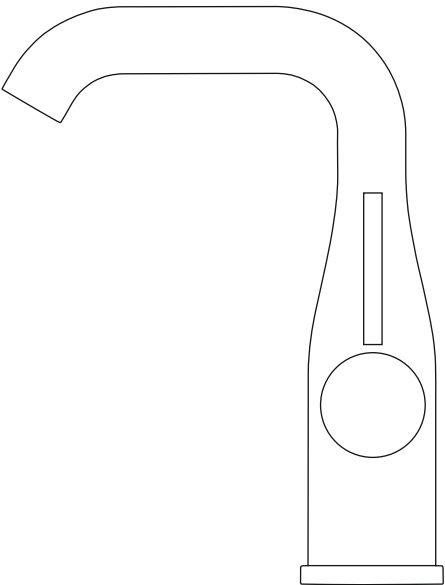




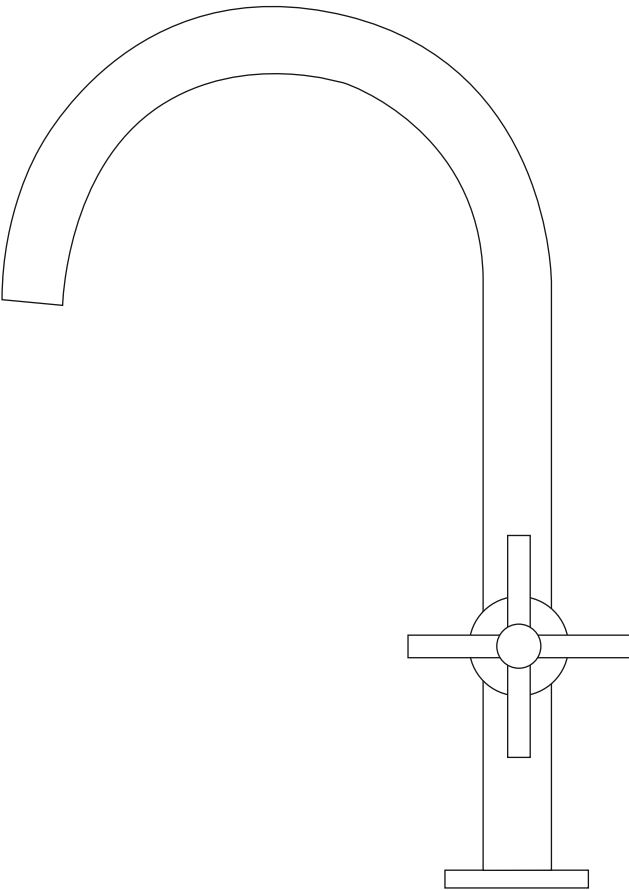
**INSPIRED FORM**  
MEETS INSPIRING  
COLOR



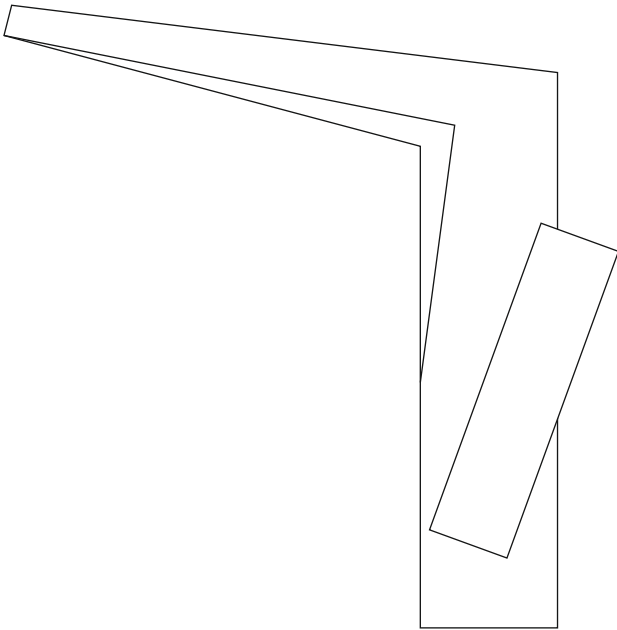
LINEARE



ESSENCE



ATRIO



ALLURE BRILLIANT

POLISHED SURFACE



Hard Graphite



Warm Sunset



Cool Sunrise



Polished Nickel



Chrome

BRUSHED SURFACE



Brushed Hard Graphite



Brushed Warm Sunset



Brushed Cool Sunrise



Brushed Nickel



SuperSteel



## **HARD GRAPHITE** AN URBAN DYNAMIC STYLE

Contrast or camouflage: A perfect partner for elegant pairings with pure white or blending with tone-on-tone environments. It works well with mid-tone environments such as concrete or light wood.



## **COOL SUNRISE** AN EXQUISITE STATEMENT

Make a statement with Cool Sunrise. In high gloss it evokes sophistication and classic luxury, in brushed it brings a modern yet vintage charm to life. Coordinate with dark, light or white interiors.

## GROHE **COLORS** COLLECTION

### **WARM SUNSET** A PLEASANT TOUCH OF LUXURY

A pleasant touch of luxury for individualists. The Warm Sunset finishes accentuate original, atmospheric bathroom designs and add an air of brilliance. Match with dark stone, marble or concrete.



**AVAILABLE IN  
10 POLISHED &  
BRUSHED FINISHES**

## **SUPERSTEEL** A SENSE FOR LUXURY

Cosmopolitan design. Achieve an overall deluxe look with this matte finish that not only matches with steel but is the ideal companion for light marble, concrete and mid-tone woods.



## **NICKEL** THE NATURAL, HARMONIC STYLE

The natural feel. Use our Nickel finishes where high quality combines with organic elements to deliver clear-headed purity and natural warmth. Harmonizes with stone, light concrete or marble.



ALLURE BRILLIANT

A UNIQUE COMBINATION  
**OF FORM AND FEEL**

ATRIO



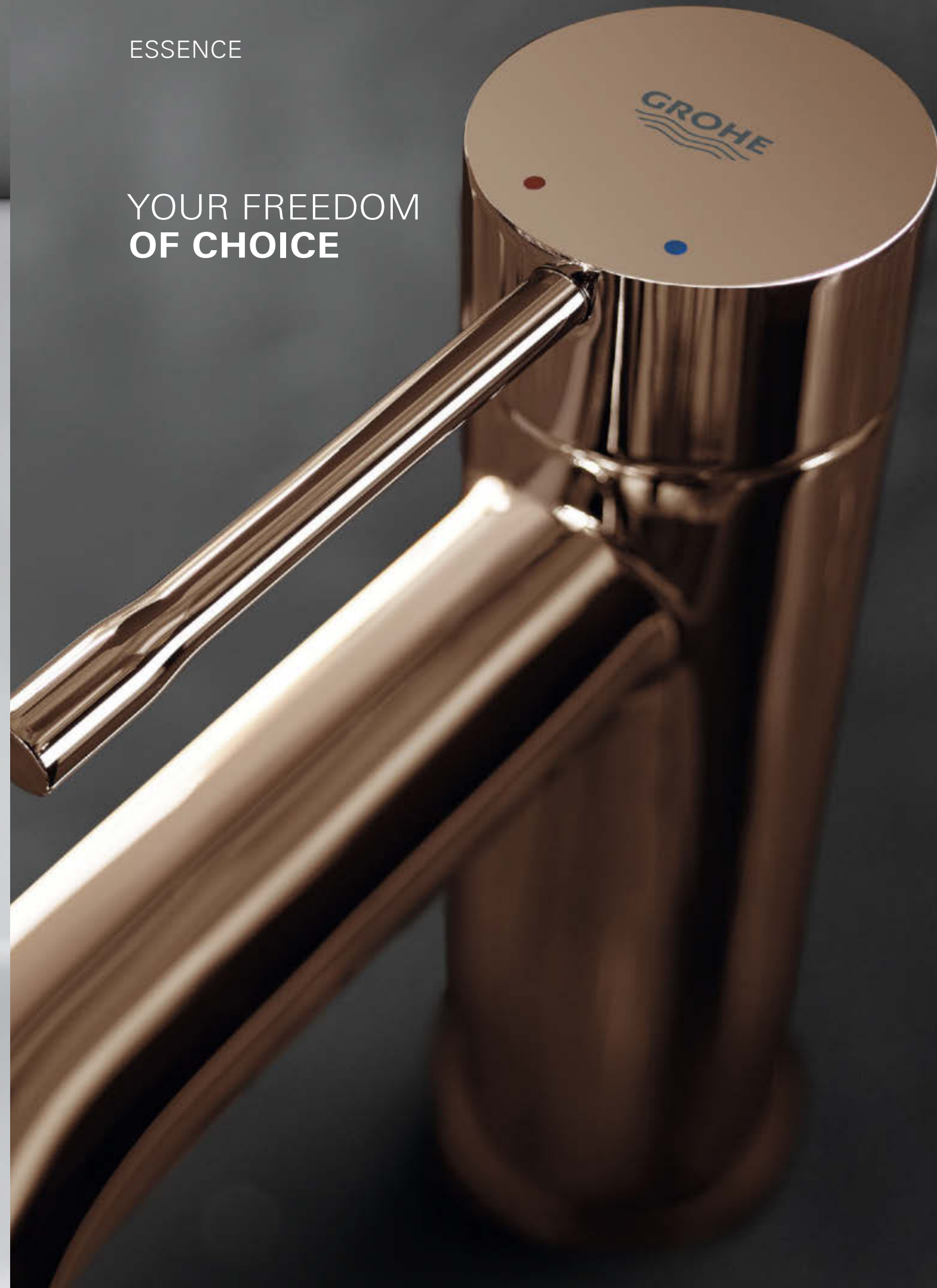


LINEARE



ESSENCE

YOUR FREEDOM  
**OF CHOICE**





**A FASCINATING NEW  
COLLECTION TO EXPLORE**

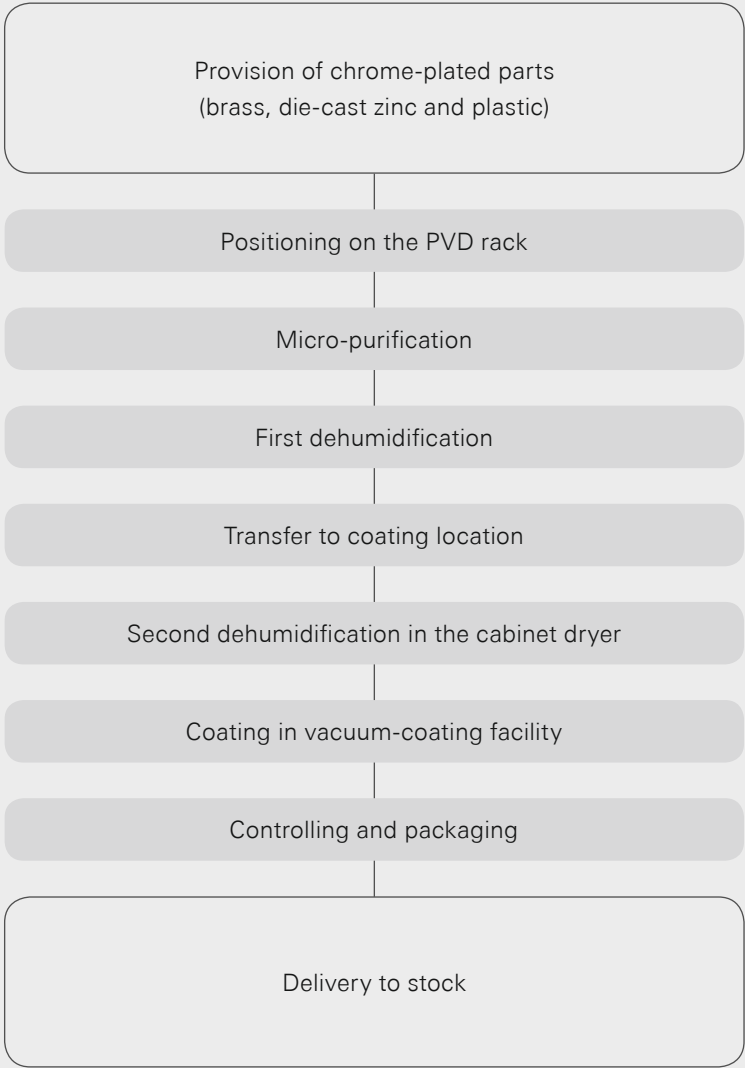
**CROHE**

THERE'S NO SUBSTITUTE FOR  
**SUPERB CRAFTSMANSHIP** AND  
THE DESIRE TO DO A JOB WELL





HOW DOES PVD WORK?



When it comes to a good design strategy, the choice of colors plays a vital part. But not only the color, the quality of the finish is equally important. Especially in the world of bathroom and kitchen solutions and where surfaces ought to last for a long time, excellent, highly resistant finishes distinguish good products from great ones. GROHE’s aspiration to always produce only the best drove us to choose a special technology that assures, not simply the best, most brilliant colors, but a durable coating of

OUR HIGH-END  
PVD TECHNOLOGY  
BRINGS OUR NEW  
COLORS TO LIFE

the highest quality. Our aim: to offer our consumers long-lasting water enjoyment. Next to the resistance of the material, it was also about the look of the color itself: we wanted to make brushed hard graphite as dark grey as possible and give our golden finishes the brilliance they deserve. That was the task for our technology team. In close collaboration with the GROHE design team, they achieved exceptional results working with a great new technology: PVD.



PVD stands for Physical Vapour Deposition. This innovative technology, that has its origins in the space programme, has established a new standard in surface quality by using the deposition of plasma particles. At GROHE, we have perfected this process and applied it to our products. This technique has achieved its high point in the creation of GROHE Colors Collection.

WE USE THE STRENGTH  
OF PLASMA PARTICLES





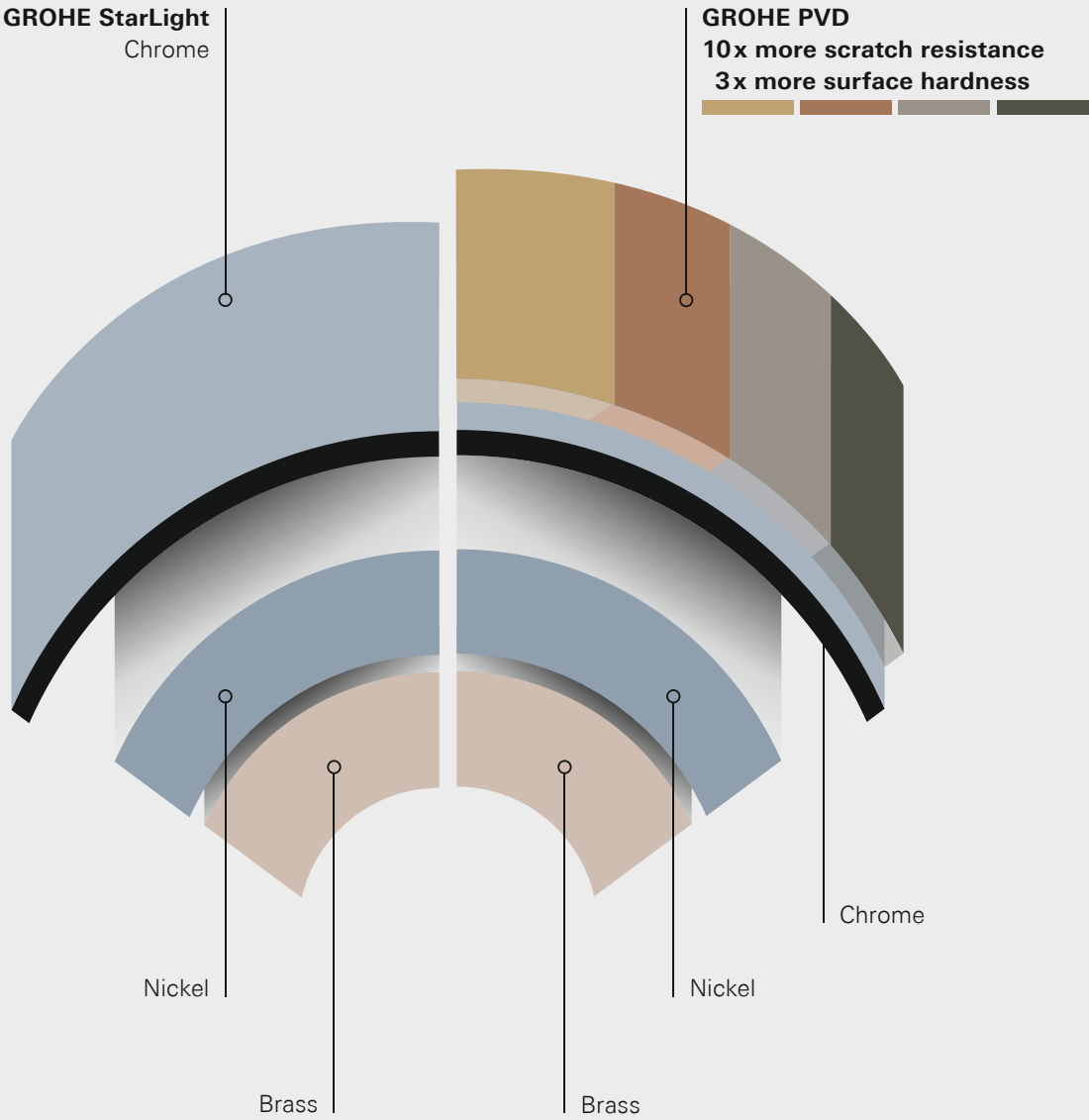


# WHAT YOU GET WITH YEARS OF OUTSTANDING GROHE QUALITY AND PAINSTAKING EFFORT

## This technology is divided in two major steps: Pretreatment and PVD coating.

The first step, pretreatment, refers to the thorough cleaning of the faucets. They are positioned on racks and hung in cleaning baskets. Now, the faucets undergo a special cleaning process, using acid & alkaline cleaning media. This is followed by thorough drying in a vacuum. After this procedure, the parts are micro purified and are removed from the cleaning line. They are then transported into the PVD coating area. Here, the air is conditioned to about 50 percent relative air humidity and to an ambient temperature of around 25 °C. Here the racks are taken out of the cleaning baskets and loaded on dedicated PVD racks, which are then placed on a coating table. After this, the parts get heat treated in an oven. Here, plastic parts go through a degasification process. The retention time is at least three hours. Metal parts are heated up and require at least one hour. Now a product carrier transports the dried and heated components into the PVD machine.

The second step is the PVD coating. After the door of the PVD chamber has been locked, the program-sequence starts and the target material gets evaporated. This coating process takes place in a high-vacuum environment and consists of three steps: first the substrate cleaning, then the primer coating and at last the color coating. To realize different colors, reactive gasses like nitrogen and acetylene are added to the target material zirconium. The time required for a coating depends on the process and takes between one and two hours. After the coating, the table gets finally moved out of the PVD machine via the product carrier. In the last step, every product is carefully controlled for defects before they are packaged and delivered to stock.



## UNIQUE GROHE CRAFTSMANSHIP IN EVERY LAYER

## WHY IS A PVD COATING SUCH A VASTLY SUPERIOR FINISH?

The new colors of our GROHE Color Collection are produced with PVD technology. Now what makes GROHE's PVD technology so much better than common chrome plating? To begin with, all PVD coated colors are extremely uniform because of the absolute evenness of every layer.

Unlike normal electro-plated finishes with their very limited range of colors, our PVD finishes offer you flexibility and choice with the wide range of color options. You can simply choose the one that suits your interior design strategy best.

With our PVD coated products, we not only created highly aesthetic colors, we also made these colors more durable than ever. The adhesion of the coating plays a vital role in ensuring a beautiful and long lasting finish. Our PVD process achieves six times greater adhesion. An ordinary electro-plated surface just can't compete. All our faucets are highly resistant to abrasion and resilient to hard knocks. This guarantees that our consumers will enjoy using these high quality faucets and mixers for years and years to come.

At GROHE we are not only passionate about bathrooms and kitchens, we also care about the environment. In order to be as environmentally friendly as possible, we use no harmful chemicals in our PVD technology.



All our PVD finishes are highly resistant to abrasive cleaning materials.







**EVERY FORM IS**  
A BASE FOR COLOR,  
EVERY COLOR IS  
THE ATTRIBUTE OF A FORM

VICTOR VASARELY



# UNDERSTATED ELEGANCE

**GROHE ESSENCE** OFFERS  
A FASCINATING VARIETY TO  
CHOOSE FROM.







A luxurious variety of premium products that fascinates with a modern and elegant design: that is the philosophy behind Essence. Be inspired by the two high quality finishes of Essence: the classic elegance of polished surfaces and the modern purity of brushed surfaces. Essence offers you a richness of choice for your projects, promising you everything you need to create the most captivating design compositions: more elegant finishes, more inspiring colors and more luxurious materials. Select the combination that fits perfectly to the bathroom you are creating. The updated Essence line now comes in 10 colors, giving you more options than ever to express your ideas.

ONE PRODUCT LINE  
ONE FASCINATING DESIGN







## GROHE ESSENCE COMES IN 10 HIGH QUALITY FINISHES – EACH WITH ITS OWN BEAUTY

Time and again, Essence incorporates the cylindrical form in exciting ways. An artful play of shapes recurs throughout the range, from luxurious showers to architecturally-shaped washbasins and radiant fittings which are available in various sizes. For people who are attracted by clear, visually pleasing designs, Essence offers aesthetics without pretension.

The complete bathrooms in this range use balanced, modern styling and create space for your inventive furnishing ideas and GROHE's innovative technologies.

The minimalistic design of the Essence Collection is a feast for the eye, whilst employing modern technology.



Hard Graphite



Hard Graphite



Brushed Hard Graphite

Polished Nickel



Brushed Nickel

## A CLASSIC LIFESTYLE THAT IS SUBTLY INTERPRETED

When it comes to choosing the right faucet for your project, one detail can make all the difference. Take Essence for example: its tactile control lever with its slight taper, gives the user a sensual experience of precision control. The new lever suggests an air of symmetry as its changing diameter uses the same curvatures as the water delivery column. By sharing the same profile, they create a sense of unity. What's more, when you move the control lever to release the water flow, you'll notice a totally smooth sensation: organic form meets perfect technology.

Who would have thought that turning a faucet on and off could bring so much pleasure? Details like this help make an excellent product into a truly outstanding one. They represent the final 1 % of the design, which is often the most elusive.





## » GROHE ESSENCE COMPLETELY REJUVENATED MY CREATIVE PALETTE«

**Tarek Hegazy**  
Principal & Creative Director, Living Design Sweden



### How will you use these extended options?

Mixing colors and finishes in sanitary ware has never been attempted on a commercial scale before. But that's exactly what GROHE has done with the Essence range, and it will enable me to bring new individuality, emotion and fashion to the bathroom. Now I can pursue meaningful personalisation. And all whilst using the same fundamental design – I have the best of both worlds – consistency and familiarity mixed with variation and surprise. A paradoxical combination that is perfect for the hospitality environment.

### How important is this choice?

It is important to have customisation and distinction, while remaining united around a core value – that's basically the real value that GROHE is providing. The new options give us the wings to fly, in other words, they give us the chance to create visual distinction without sacrificing the core value of the Essence quality and functionality.

I believe that the Essence range will change the way we dress the bathroom and kitchen. It will change the way we interact with those spaces and the delight we have with water. That's because Essence not only brings emotion to those spaces, it also appeals to the individuality of the designers.


### Which comes first, faucet or ceramic?

Faucets are the "crown jewels". For the designer, they are the "crème de la crème" of any bathroom or kitchen design. With a careful selection, the whole bathroom or kitchen comes alive with distinction.

### Tarek Hegazy

With over 26 years of experience and numerous prestigious projects in his portfolio, and more than 200 projects to his credit, the majority being five star hotels, Tarek Hegazy, is Principal and Creative Director of his company, Living Design, a Swedish-based International Interior Design firm established in 1984. The firm is considered by its peers to be one of the leading interior design firms in Europe and has earned more than 120 awards.





THE WHOLE SECRET OF  
THE STUDY OF NATURE  
LIES IN LEARNING **HOW**  
**TO USE ONE'S EYES...**

GEORGE SAND



# SENSUAL MINIMALISM

**GROHE LINEARE** SUITS BOTH  
ROUND & SQUARE DESIGNS.

SuperSteel

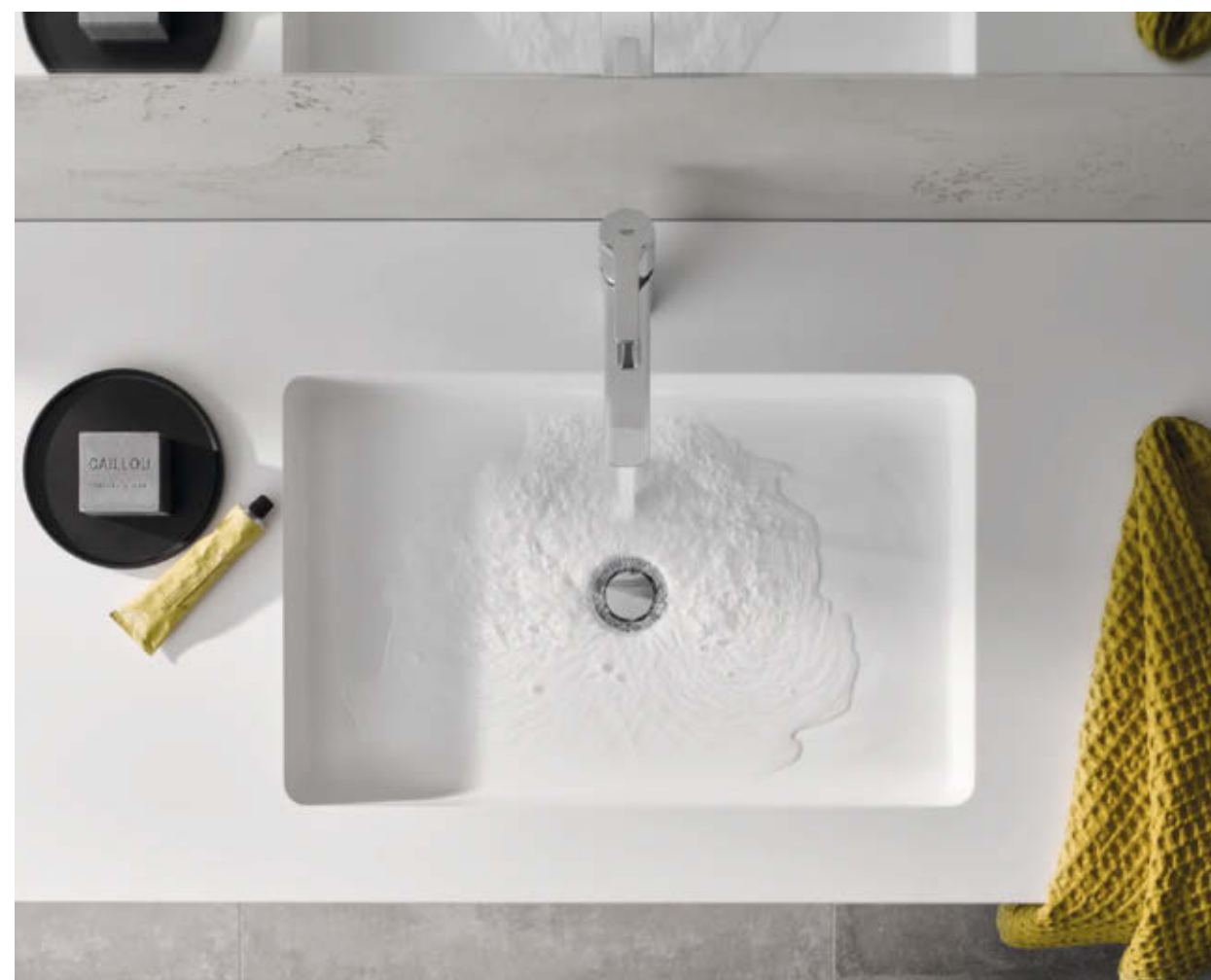




Lineare's cosmopolitan aesthetic is minimalist yet highly inviting. In keeping with the concept of minimalism, Lineare has been reduced to only the necessary elements to achieve the thinnest possible appearance. The line is based on the composition of two simple geometric structures, the cylindrical bodies and thin rectangular forms of the handle and spout create beautiful, harmonious compositions.

The thin rectangular geometries of the spout and lever extend in parallel from the pure cylindrical body. The spout has been moved up to achieve an elegant and lightweight appearance to create a product that fits perfectly in the modern architectural context. With the thin proportions and pure composition of its round and square forms, Lineare offers ultimate flexibility when it comes to bathroom design choices.

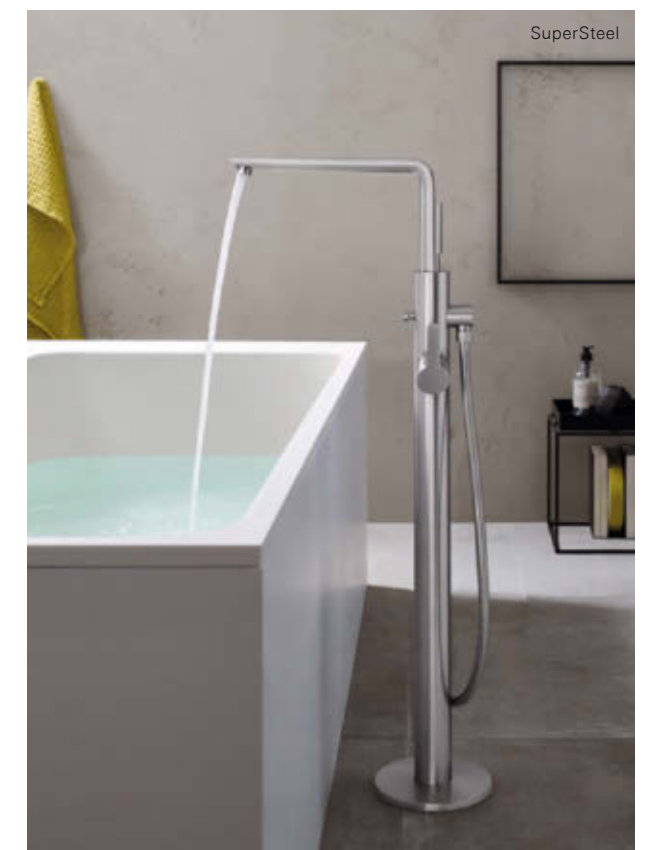
## DESIGNED TO COMPLEMENT EVERY SHAPE





GROHE LINEARE  
COMES IN TWO  
QUALITY FINISHES –  
SUPERSTEEL AND  
STARLIGHT CHROME

Lineare combines cylindrical and square forms in exciting ways. An artful play of shapes recurs throughout the range, from luxurious showers to shining fittings which are available in sizes XS to XL.









**IF GOLD MUST BE GOLD,**  
IT MUST PASS THROUGH  
THE FURNACE

T. B. JOSHUA



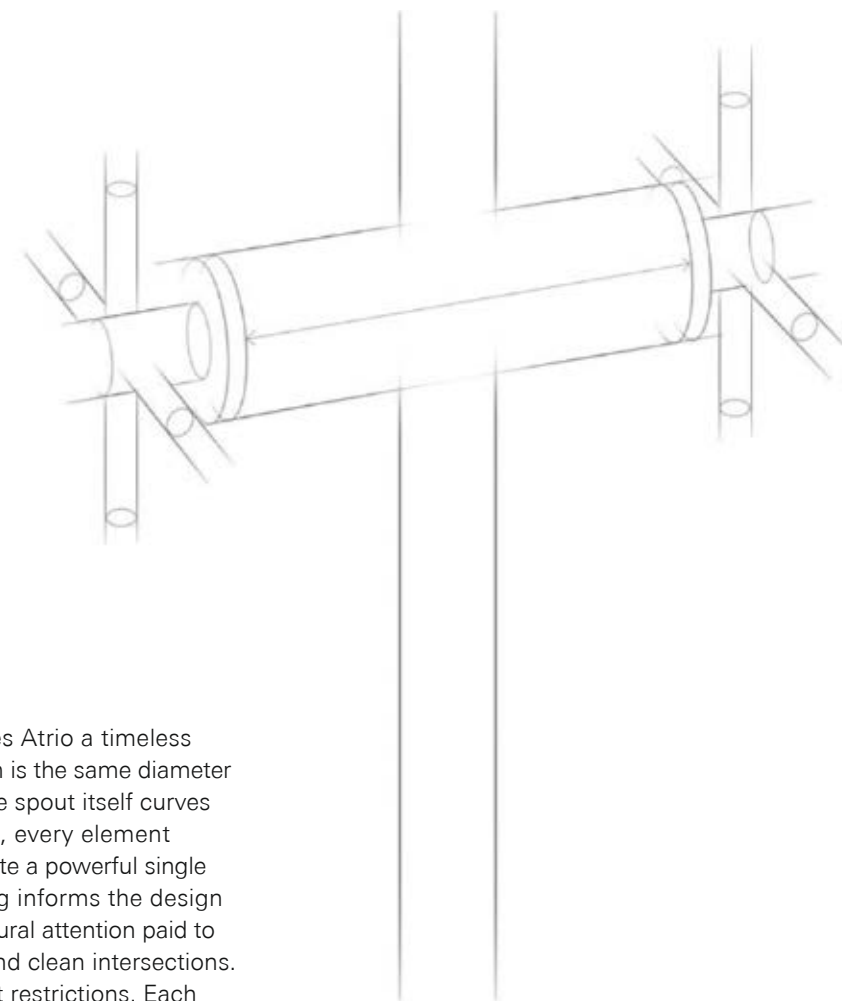
# PURE, ICONIC GEOMETRY

THE NEW **GROHE ATRIO** HAS BEEN  
CREATED AS AN ICON OF ELEGANCE  
AND PRECISION.



SuperSteel





Paring back to the essentials gives Atrio a timeless elegance. Its sleek, cylindrical form is the same diameter from the base to the top, while the spout itself curves in the perfect arc of a semi circle, every element complementing each other to create a powerful single visual statement. Precise detailing informs the design both inside and out, with architectural attention paid to achieving balanced proportions and clean intersections. With Atrio you can design without restrictions. Each item in the Atrio Collection is available in a choice of three finishes and different size options offering the adaptability to meet the demands of personal taste that make it suited to every scale of design scheme.



Warm Sunset

The Atrio Collection means design without restrictions. Each item is available in various finishes and size options to meet all demands of personal taste and different design schemes.



Brushed Hard Graphite



Brushed Hard Graphite



## GROHE ATRIO – IN HARMONY WITH EVERY BATHROOM STYLE

Consider the circle. A staple of natural geometry. A pure form at once soothing and dynamic. A visual metaphor for both, completeness and eternity. For its new Atrio Collection GROHE draws on this most elemental and elegant form to create an iconic object that is built to last.

Great, lasting design is about clarity of vision and refinement of aesthetics, paring away all the superfluous elements. Using these principles the new GROHE Atrio has been created as an icon of elegance and precision. The comprehensive collection of bathroom brassware uses a purity of form that transcends style trends and local fashions, designed for consumers who demand both excellence and individuality, and are brave enough not to follow the pack.

From the bold cross handle with subtle H and C markings to the slim cylindrical shape made possible by GROHE's state-of-the-art super-slim cartridge technology, the considered details add up to an object with a reassuring air of design permanence. Crafted with care and hand-assembled, Atrio also meets the highest standards of engineering and performance that GROHE is famous for.





**COLOR IS SENSIBILITY**  
IN MATERIAL FORM, MATTER  
IN ITS PRIMORDIAL STATE

YVES KLEIN



# LIKE A DIAMOND

THE LUXURIOUS DESIGNS  
OF **GROHE ALLURE BRILLIANT**  
REFINE EVERY BATHROOM







## THE PINNACLE OF ULTIMATE BATHROOM LUXURY AND SOPHISTICATION

Crisp planes, intriguing angles and cut-out details, GROHE Allure Brilliant illustrates the absolute precision that can only be achieved through years of experience and an unfaltering passion for innovation. Complex without being complicated, its faceted mixers add a new dimension to bathroom design and a new dimension to water. With its gem-like quality and structured shape GROHE Allure Brilliant exudes architectural appeal. Our designers and engineers have taken on the roles of lapidaries, refining and polishing with utmost care to create a collection of intriguing designs, which will challenge your perception of bathroom fittings.

We have specially formed the wall-mounted spout in the shower so that it dispenses water at just the right angle – both for filling a bathtub and enjoying a shower. The water flowing from the spout forms a natural, wide and even fall of water, which adds another sensual element to the spa experience. GROHE PVD technology is used to protect the brilliant and long-lasting finish against scratching and soiling. The GROHE Allure Brilliant cascade spouts for bathtubs and showers are a perfect choice for enjoying water in its most natural form.







Hard Graphite

The GROHE Allure Brilliant Collection offers an extensive range of premium fittings for all points of interaction in the bathroom. From the basin to the bathtub and shower, the collection offers a wide range of products, giving you the freedom to tailor the room to your clients' specific requirements. Wall-mounted, deck-mounted and even floor-mounted mixers make it easy for you to find your perfect match at the basin. And since single hand showers or head showers no longer suffice to answer modern demands, we present a complete range of integrated custom showering solutions, for a three-dimensional sensory experience. A dedicated range of accessories for design harmony throughout the bathroom completes the collection.



SuperSteel

FACETED SURFACES,  
PERFECTLY CUT LIKE  
A DIAMOND, EXCITES  
WHOEVER STEPS  
INTO THE BATHROOM

Inside and out, GROHE Allure Brilliant pushes the boundaries. With its confident and precise use of geometric shapes, this collection explores the pure, linear appeal of minimalist architecture to create a striking and alluring portfolio of faucets, showers and fittings. Starting with the simplicity of a square or rectangle, the GROHE Allure Brilliant Collection utilises geometric forms to their full potential. With its clean angular lines and flat planes, GROHE Allure Brilliant takes faucet design to a new and exciting level. An aperture at the end of the spout gives a new view of water – a cascading flow that entices and teases every time.





WHEN THE COLOR  
ACHIEVES **RICHNESS**,  
THE FORM ATTAINS  
ITS FULLNESS ALSO

PAUL CEZANNE



# REVITALISE YOUR BODY, MIND AND SOUL

AND ADD A SPLASH OF COLOR  
TO YOUR **GROHE SHOWER**





Cool Sunrise



Hard Graphite

## FOR MORE SHOWER ENJOYMENT

Add a splash of color to your showering as you now have the choice of concealed or exposed shower valves in 10 different GROHE Colors to choose from. Explore the dynamic design based on minimalistic geometries that complement the round edges of the Lineare, Atrio and Essence collections. The extensive range of premium fittings match perfectly for all points of interaction to deliver a full bathroom solution. Let your imagination run wild as you decide what type of bathroom creator you are.

Coming soon, even more curated pieces will be added to the range.



# FREEDOM OF CHOICE

WITH THE FINISHING TOUCH  
OF **GROHE FLUSH PLATES**





# 2 SIZES

GROHE IS THE ONLY COMPANY IN THE INDUSTRY THAT CAN OFFER A TRUE FREEDOM OF CHOICE WITH A 100 % PERFECT MATCH IN COLOR, DESIGN AND SIZE.

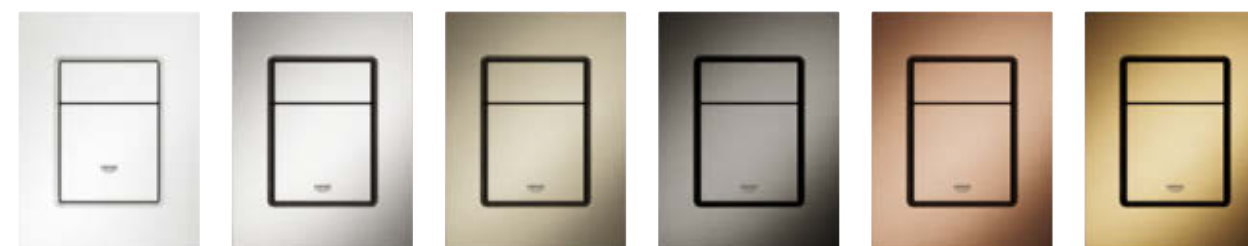


# 3 DESIGNS

# 12 COLORS



Cool Sunrise Warm Sunset Hard Graphite Polished Nickel Chrome Matt Chrome



Alpine White SuperSteel Brushed Nickel Brushed Hard Graphite Brushed Warm Sunset Brushed Cool Sunrise





●●●●●●●●●●  
**23 491 001**  
Bath/shower mixer  
floor mounted  
with hand shower 26 465 000



●●●●●●●●●●  
**23 589 001**  
S-Size  
Basin mixer  
with pop-up waste set



●●●●●●●●●●  
**23 462 001**  
M-Size  
Basin mixer  
with pop-up waste set



●●●●●●●●●●  
**32 628 001**  
L-Size  
Basin mixer  
with pop-up waste set



●●●●●●●●●●  
**32 901 001**  
XL-Size  
Basin mixer  
for freestanding basins



●●●●●●●●●●  
**19 967 001**  
2-hole basin mixer  
wall-mounted  
projection 230 mm  
**19 408 001**  
projection 183 mm



●●●●●●●●●●  
**32 935 001**  
S-Size  
Bidet mixer



●●●●●●●●●●  
**19 578 001**  
4-hole bath combination  
hand shower 26 465 000



●●●●●●●●●●  
**33 624 001**  
Bath/shower mixer



●●●●●●●●●●  
**24 092 001**  
3-way diverter trim set  
**24 058 001**  
2-way diverter trim set  
**24 057 001**  
Shower trim set



●●●●●●●●●●  
**33 636 001**  
Shower mixer

Replace the second and third last digit and replace by the below color code to order the colored version.

- Color options:
- |                         |                             |                            |                              |                        |
|-------------------------|-----------------------------|----------------------------|------------------------------|------------------------|
| ● 00   StarLight Chrome | ● GL   Cool Sunrise         | ● DA   Warm Sunset         | ● A0   Hard Graphite         | ● BE   Polished Nickel |
| ● DC   SuperSteel       | ● GN   Brushed Cool Sunrise | ● DL   Brushed Warm Sunset | ● AL   Brushed Hard Graphite | ● EN   Brushed Nickel  |



This is only a selection of the product range.  
For more products and technical details, please check the GROHE price book.





● ●  
**23 792 001**  
Bath/shower mixer  
floor mounted



● ●  
**32 109 001**  
XS-Size  
Basin mixer  
with pop-up waste set  
**23 791 001**  
smooth body  
with push-open waste set



● ●  
**23 790 001**  
XS-Size  
Basin mixer  
with pop-up waste set



● ●  
**32 114 001**  
S-Size  
Basin mixer  
with pop-up waste set  
**23 106 001**  
smooth body  
with push-open waste set



● ●  
**23 296 001**  
L-Size  
Basin mixer  
with pop-up waste set



● ●  
**23 444 001**  
2-hole basin mixer  
wall-mounted  
projection 207 mm  
**19 409 001**  
projection 149 mm



● ●  
**23 405 001**  
XL-Size  
Basin mixer  
for freestanding basins



● ●  
**33 848 001**  
S-Size  
Bidet mixer  
with pop-up waste set



● ●  
**19 577 001**  
4-hole bath combination



● ●  
**33 849 001**  
Bath/shower mixer



● ●  
**24 095 001**  
3-way diverter trim set  
**24 064 001**  
2-way diverter trim set  
**24 063 001**  
Shower trim set



● ●  
**33 865 001**  
Shower mixer

Replace the second and third last digit and replace by the below color code to order the colored version.

Color options:  
● 00 | StarLight Chrome  
● DC | SuperSteel



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For more products and technical details, please check the GROHE price book.





Replace the second and third last digit and replace by the below color code to order the colored version.

- Color options:
- 00 I StarLight Chrome
  - A0 I Hard Graphite
  - DC I SuperSteel
  - AL I Brushed Hard Graphite



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● ● ● ● ● ● ● ●  
**20 021 003**  
XS-Size  
Pillar tap



● ● ● ● ● ● ● ●  
**32 043 003**  
M-Size  
Single-lever basin mixer



● ● ● ● ● ● ● ●  
**21 019 003**  
L-Size  
One-hole basin mixer



● ● ● ● ● ● ● ●  
**21 022 003**  
L-Size  
One-hole basin mixer



● ● ● ● ● ● ● ●  
**32 042 003**  
L-Size  
Single-lever basin mixer



● ● ● ● ● ● ● ●  
**21 044 003**  
XL-Size  
One-hole basin mixer



● ● ● ● ● ● ● ●  
**32 647 003**  
XL-Size  
Single-lever basin mixer



● ● ● ● ● ● ● ●  
**20 008 003**  
3-hole basin mixer



● ● ● ● ● ● ● ●  
**20 009 003**  
3-hole basin mixer



● ● ● ● ● ● ● ●  
**20 164 003**  
3-hole basin mixer  
wall-mounted  
projection 180 mm



● ● ● ● ● ● ● ●  
**20 169 003**  
3-hole basin mixer  
wall-mounted  
projection 180 mm



● ● ● ● ● ● ● ●  
**19 287 003**  
2-hole basin mixer  
wall-mounted joystick  
projection 185 mm  
**19 918 003**  
projection 221 mm



● ● ● ● ● ● ● ●  
**24 027 003**  
Single-hole bidet mixer



● ● ● ● ● ● ● ●  
**32 108 003**  
Single-lever bidet mixer

Replace the second and third last digit and replace by the below color code to order the colored version.

Color options:  
● 00 | StarLight Chrome    ● DC | SuperSteel    ● GL | Cool Sunrise    ● DA | Warm Sunset    ● AL | Brushed Hard Graphite



This is only a selection of the product range.  
For more products and technical details, please check the GROHE price book.





25 044 003  
Bath mixer  
floor mounted

32 653 003  
Single-lever bath mixer  
floor mounted



24 096 003  
3-way diverter trim set  
24 066 003  
2-way diverter trim set  
24 065 003  
Shower trim set



24 134 003  
Shower trim set  
24 135 003  
2-way diverter trim set  
head shower / hand shower  
24 138 003  
2-way diverter trim set  
bath / hand shower



19 922 003  
5-hole bath combination  
20 009 003  
3-hole basin mixer



19 923 003  
5-hole bath combination  
20 008 003  
3-hole basin mixer



40 306 003  
Soap dispenser  
40 304 00  
Glass holder  
without glass  
40 254 003  
Glass



40 305 003  
Holder for soap dish  
40 256 003  
Soap dish



40 307 003  
Towel ring



40 313 003  
Toilet paper holder  
without cover

Replace the second and third last digit and replace by the below color code to order the colored version.

Color options:  
00 | StarLight Chrome    DC | SuperSteel    GL | Cool Sunrise    DA | Warm Sunset    AL | Brushed Hard Graphite



This is only a selection of the product range.  
For more products and technical details, please check the GROHE price book.



**27 251 000**  
F-Series 5"  
Side shower  
127 mm x 127 mm  
1 spray pattern: Rain



**27 271 000**  
F-Series 10"  
Head shower  
1 spray pattern: Rain



**27 477 000**  
Rainshower 310  
Head shower  
metal  
1 spray pattern: Rain



**26 066 000**  
Rainshower 310  
Head shower set  
projection 380 mm  
1 spray pattern: Rain  
with 9.5 l/min. GROHE EcoJoy  
**26 067 000**  
length 142 mm



**27 057 000**  
Rainshower  
Shower outlet elbow



**27 074 000**  
Rainshower  
Wall hand shower holder



**28 388 000**  
Silverflex  
Shower hose, 1750 mm



**28 388 000**  
Silverflex  
Shower hose, 1250 mm



**26 465 000**  
Sena Stick  
Hand shower  
1 spray pattern: Normal spray



**19 468 000**  
Thermostatic bath/shower mixer  
with integrated 2-way diverter



**34 065 002**  
Thermostatic shower mixer



**29 126 000**  
Grohtherm SmartControl  
Thermostat  
for concealed installation  
with 1 valve



**29 119 000**  
Grohtherm SmartControl  
Thermostat  
for concealed installation  
with 2 valves



**29 121 000**  
Grohtherm SmartControl  
Thermostat  
for concealed installation  
with 3 valves



**29 122 000**  
Grohtherm SmartControl  
Triple volume control trim



**27 226 001**  
Shower set  
with hand shower 110 Massage  
with GROHE EasyReach tray  
rail 900 mm



**26 075 000**  
Euphoria XXL 310  
Shower system with thermostat  
hand shower Euphoria 110 Massage  
450 mm shower arm

Replace the second and third last digit and replace by the below color code to order the colored version.

- Color options:
- |                       |                           |                          |                            |                      |
|-----------------------|---------------------------|--------------------------|----------------------------|----------------------|
| 00   StarLight Chrome | GL   Cool Sunrise         | DA   Warm Sunset         | A0   Hard Graphite         | BE   Polished Nickel |
| DC   SuperSteel       | GN   Brushed Cool Sunrise | DL   Brushed Warm Sunset | AL   Brushed Hard Graphite | EN   Brushed Nickel  |



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For more products and technical details, please check the GROHE price book.





40 369 001  
Holder for Glass, soap dish  
or soap dispenser



40 394 001  
Soap dispenser



40 365 001  
Towel ring



40 371 001  
Double towel bar



40 802 001  
Double towel rail, 600 mm




40 364 001  
Robe hook



40 421 001  
Grip bar, 295 mm



  
**40 367 001**  
 Toilet paper holder  
**40 689 001**  
 without cover




40 385 001  
Spare toilet paper holder



40 374 001  
Toilet brush set



  
**40 366 001**  
 Towel rail, 600 mm  
**40 386 001**  
 800 mm



40 800 001  
Multi-towel rack, 604 mm

**Replace the second and third last digit and replace by the below color code to order the colored version.**

**Color options:**

● 00 | StarLight Chrome  
● DC | SuperSteel

● GL I Cool Sunrise

- GN I Brushed Cool Sunrise

● DA | Warm Sunset

- DL I Brushed Warm Sunset

● A0 I Hard Graphite

- AL I Brushed Hard Graphite

● BE I Polished Nickel

- EN I Brushed Nickel



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For more products and technical details, please check the GROHE price book.



● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●  
**37 601 000**  
Nova Cosmopolitan S  
Flush plate



● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●  
**37 624 000**  
Arena Cosmopolitan S  
Flush plate



● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●  
**37 535 000**  
Skate Cosmopolitan S  
Flush plate

Replace the second and third last digit and replace by the below color code to order the colored version.

- Color options:**
- |                         |                             |                            |                              |                        |
|-------------------------|-----------------------------|----------------------------|------------------------------|------------------------|
| ● 00   StarLight Chrome | ● GL   Cool Sunrise         | ● DA   Warm Sunset         | ● A0   Hard Graphite         | ● BE   Polished Nickel |
| ● DC   SuperSteel       | ● GN   Brushed Cool Sunrise | ● DL   Brushed Warm Sunset | ● AL   Brushed Hard Graphite | ● EN   Brushed Nickel  |
| ● P0   Matt Chrome      | ○ SH   Alpine White         |                            |                              |                        |



This is only a selection of the product range.  
For more products and technical details, please check the GROHE price book.



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### System requirements

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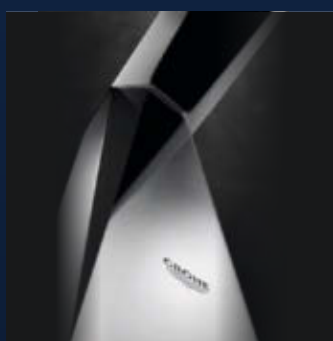
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Wirtschaftswoche, 2017*



## TECHNOLOGY

***"Top 50 companies to change the world"** –  
Fortune Magazine, 2017*



## DESIGN

*Over **400 design awards** won since 2003*



## SUSTAINABILITY

***CSR Award winner** of the German Government, 2017*

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