

The background of the advertisement is a close-up, high-speed photograph of water splashing, creating a complex, web-like pattern of droplets and air. In the upper right corner, there is a red rectangular box with the word 'PROFESSIONAL' in white, and a dark blue rectangular box with the 'GROHE' logo in white. The logo consists of the word 'GROHE' above three wavy lines representing water. In the lower right foreground, a portion of a modern, chrome-finished shower head is visible. It has a circular control dial with three settings: 'JET' on the left, 'RAIN' at the top, and 'MASSAGE' on the right. A small, vertical, pill-shaped button is located at the bottom of the dial. The shower head's body is sleek and curved, with a central vertical channel for water flow.

PROFESSIONAL

GROHE

GROHE PROFESSIONAL

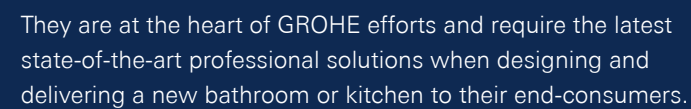
DISCOVER THE ADVANTAGES
OF THE NEW SUB-BRAND



**FOR THE PROS,
FROM THE PROS**
GROHE PROFESSIONAL

YOUR DAILY SUPPORTER

We know the great number of tasks and challenges bathroom Professionals face every day. That is why making their work life easier has always been at the heart of our innovation mindset.



A DIFFERENTIATED PORTFOLIO
WITH DEDICATED PRODUCT LINES
**CUSTOM-MADE PACKAGING AND
SKUS FOR 3-TIER DISTRIBUTION**

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- The image displays three product boxes for Grohe fixtures. The top-left box is for the Grohe Rapido Smartbox, a professional edition universal shower valve. It features a blue and white design with a large image of the valve and lists features such as 'UNIVERSAL SHOWER VALVE', 'THERM OUTLETS', 'WATERM MILETS', '75 MM MIN. INSTALLATION DEPTH', and 'WALL PLATES 4° ADJUSTABLE'. The bottom-left box is for the Grohe Eurosmart faucet, also in professional edition. It shows a chrome faucet and lists 'S SIZE', 'GROHE SILKMOVIE ES - CHROMED NIKEL', and 'GROHE ECOLOY + 1.160'. The right box is for the Grohe Euphoria System 310 shower set. It is a tall, narrow box showing a shower system with a rain showerhead and a handheld showerhead. It lists features like 'Ø 310 MM', '180° COMFORT ZONE', '1+3 SPRAYS', 'FAST FIXATION', 'GROHE TURBOSTAT', 'GROHE COOLTOUCH', 'METAL GRIP', and '9.8 L/MIN'. The box also mentions 'GROHE GROHTHERM 1000 SHOWER SET'.

HIDDEN CHAMPIONS: GROHE PROFESSIONAL DEDICATED SKUS **TO STAND AHEAD OF COMPETITION**

- Dedicated SKUs with Universal concealed solutions easy to be stocked by the wholesaler for multiple budgets and design options
- Matching colors of faucets and flush plates
- Matching ceramics for toilets and basins to avoid splashing effects
- Vertical or horizontal flush plate installation depending on design needs
- Shower element compatible with Nordics Leakage box for wooden houses
- 3 outlets for multi-function showering just with one concealed box
- Bottom inlets for shower elements speeding up the installation time and avoiding extra piping
- No master plumber required for later installation of flush plates, saving precious time of the installers



MEET JONAS D'HAEGER

29, loves spending
time with his family

Based in
Lebbeke

Expert in
sanitary
installations

GROHE partner
since 2015

Over 210 jobs
completed



MEET HIS FAVOURITE SERVICE PROGRAM: GROHE +

GROHE 

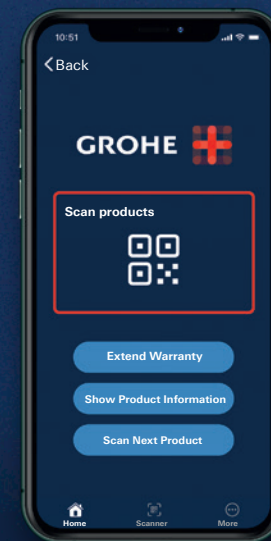


Offer a
**warranty
extension** for
professional
products
to your
customers



**Preferred
connection**

Get in touch
with a GROHE
technician
with one click



Scan
products
to **quickly
access**
technical
information



Scan to join,
book trainings
and much more

PART OF **LIXIL**

GROHE PROFESSIONAL CONTRIBUTES TO TACKLE THE LABOR FORCE **SHORTAGE AND OPTIMIZES THE BUSINESS OF INSTALLERS**

- Aims to offer the best installers a better service experience and to enable them to optimize their business
- GROHE + training courses give opportunities to installers to increase technical competences, become GROHE experts and receive a certification
- Access to specific trainings to maximize the operations of installers and their interaction with their customer
- Certified installers also receive extra benefits e.g. allowance to give extended warranty to consumers and leads accessible via GROHE + for future paid installation work
- More visibility of installer's expertise and certified status thanks to GROHE website with over 1 M clicks per month



GROHE PROFESSIONAL CONTRIBUTES TO TACKLE THE LABOR FORCE SHORTAGE & DEVELOPS THE NEXT GENERATIONS

- With our GIVE Program we are supporting to close the gap of skilled installers
- Introduce GROHE to young and developing plumbing students and to collaborate with installers schools across the EMENA region
- To help improve facilities, GROHE sets up a fully functioning training environment with modern equipment, training material and a written examination that will set new industry standards
- Planned to have 100 collaborations by 2025 more visibility of installer's expertise and certified status thanks to GROHE website with over 1 M clicks per month
- After the training we support the plumbing students with potential work experience or placements with GROHE partners



Within the GIVE Program GROHE also supports WorldSkills as Global Partner to demonstrate what impact skilled professionals can have today and for the more sustainable future.

EVERY DROP COUNTS

GROHE'S RESOURCE-EFFICIENT TECHNOLOGIES

To find our water- and energy-saving product solutions, consumers can use the according filter on our website. In our price lists, products with sustainable impact are marked in green.

For more information about sustainability at GROHE, please visit green.grohe.com

1 **GROHE**
SENSIA ARENA

2 **GROHE**
CERAMICS

3 **GROHE**
SILKMOVE ES

4 **GROHE**
SENSE AND
GROHE SENSE GUARD

5 **GROHE**
ECOJOY

6 **GROHE**
CRADLE TO CRADLE
CERTIFIED® GOLD
TEMPESTA SHOWER
RAIL SET

7 **GROHE**
THERMOSTAT WITH
ECOBUTTON

8 **GROHE**
TOUCHLESS FAUCETS

9 **GROHE**
BLUE



SPACE MANAGEMENT FOR OTC/PICK UP MODULAR PERMANENT DISPLAY CONCEPT



MARKETING TOOLS FOR INSTALLERS TO ATTRACT END CONSUMERS THANKS TO PROFESSIONAL COMMUNICATION



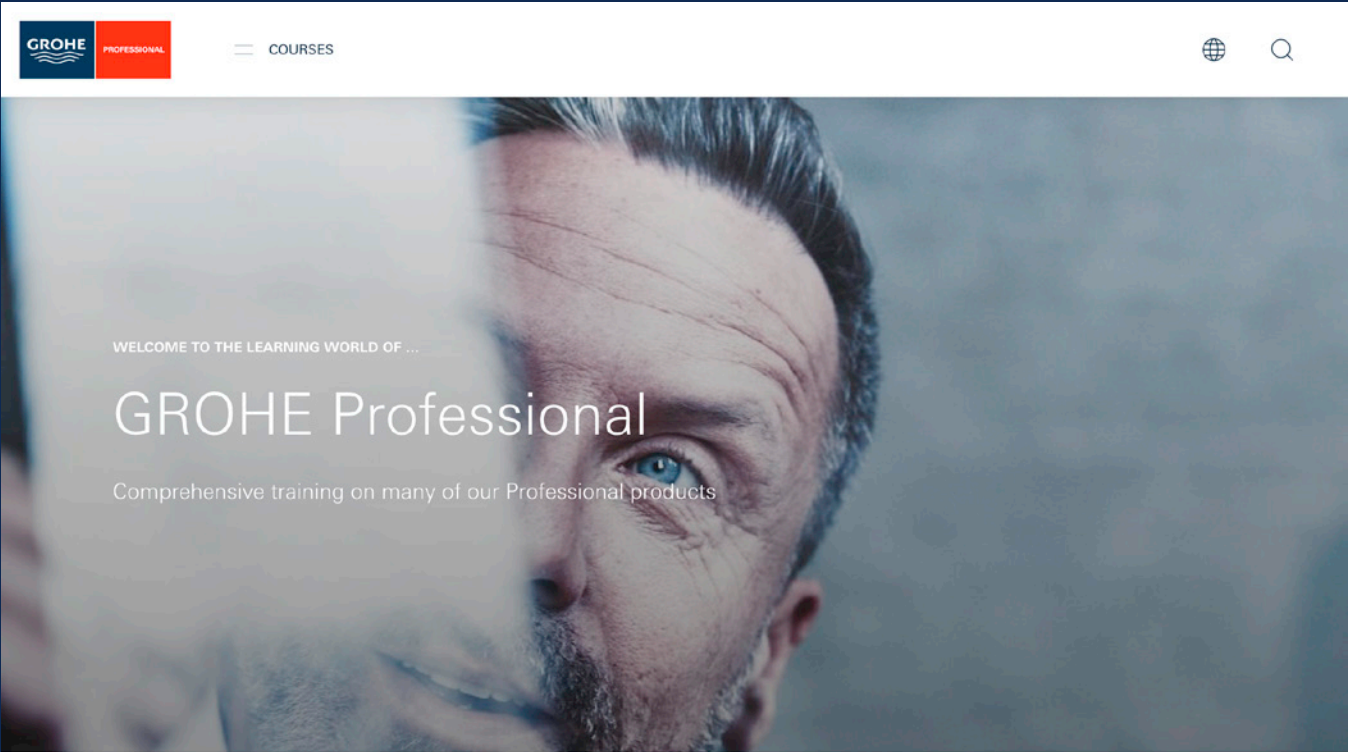
SPACE MANAGEMENT FOR SHOWROOMS

PERMANENT DISPLAY CONCEPT



GROHE TRAINING COMPANION

FOR SHOWROOMS, INSTALLERS & PROJECT CUSTOMERS



GROHE Professional was developed to meet the needs of today's sanitary professionals: Wholesalers, showroom operators, installers and project developers who are at the heart of GROHE's efforts and require the latest, most advanced and expert solutions when designing and delivering a new bathroom or kitchen for their customers.

Here you will find a constantly growing overview of available trainings for our products.

GETTING TO KNOW ...

The GROHTHERM thermostats

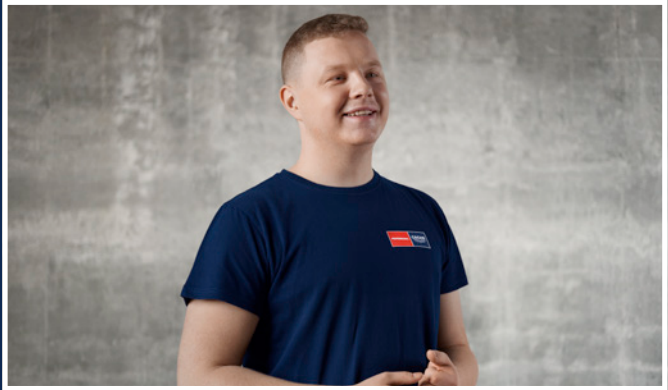
Comfortable, safe and saving: A must-have for every modern bathroom.

GROHE thermostats are the best products for all bathrooms and showers and are at the heart of shower systems. They provide the desired shower temperature in a fraction of a second and keep it constant – ensuring luxurious showering at a perfectly controlled temperature.



FOR THE PROS,
FROM THE PROS

GROHE PROFESSIONAL
TESTIMONIALS IN EMENA



Follow us



Grohe AG
Feldmühleplatz 15
D - 40545 Düsseldorf
Germany

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