

*Pure Freude
an Wasser*

GROHE
~~~~~

WATER.  
INTELLIGENCE.  
ENJOYMENT.  
**GROHE INNOVATIONS 2019**





**Michael Rauterkus**  
CEO Grohe AG

Dear customers,

As a leading global brand for complete bathroom solutions and kitchen fittings GROHE offers you “Pure Freude an Wasser”, unrivalled water enjoyment. Our mission is to connect water with intelligent solutions and enjoyment. “Water. Intelligence. Enjoyment.” is a key element of the GROHE approach when it comes to developing high quality, smart and sustainable solutions with designs that go beyond form and function.

In doing so, GROHE pursues the brand values of quality, technology, design and sustainability. Innovation, design and development are closely aligned with one another and are enshrined in Germany as an integrated process. As a result, GROHE products carry the seal of quality “Made in Germany”. In the past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. GROHE was also featured in the renowned *Fortune*® magazine's ranking of Top 50 that are “Changing the World”.

Against this background GROHE develops perfect sanitary solutions – particularly with regards to changing needs.

The bathroom, for example, once intended for hygiene and privacy, is now being assimilated as a new living space. As its meaning in the residential unit is growing, so is the demand for a design that matches individual concepts. It is therefore GROHE's goal to enable you to be the creator of your personal spa.

To give you the freedom of choice, we have created GROHE Colors collection. It combines a selection of outstanding GROHE brassware designs with a range of 10 colors and finishes. We also launched three minimalist ceramic lines that offer the PerfectMatch in form and function for GROHE bathroom products and beyond. And with regards to the heart of the home, GROHE has become a No. 1 kitchen system brand and a one-stop shop for perfect combinations: Our array of products includes a wide range of kitchen faucets, watersystems and kitchen sinks.

I cordially invite you to find more inspiration on the following pages.

**Sincerely, Michael Rauterkus**



## QUALITY

From the first design sketch to the final product to after-sales services: Our customers can rely on our Made in Germany sense of perfectionism.

*"No.1 most trusted brand in the sanitary industry" –  
Wirtschaftswoche, 2017*



## TECHNOLOGY

We constantly drive innovation to enrich your everyday water experience, delivering smart solutions on the path of the digitization of water.

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



## DESIGN

Our highly awarded design DNA's recipe for success is simple: Merging the contemporary and the timeless into products that feel like they were designed just for you.

*Over 350 design awards won since 2003*



## SUSTAINABILITY

Water is our passion. We care about every drop and our CSR commitment goes even beyond one element alone: We strive to protect all of our planet's resources for future generations.

*CSR Award winner of the German Government, 2017*

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# FREEDOM OF CHOICE

## EXPERIENCE YOUR PERSONAL BATHROOM COLLECTION BY GROHE

The perfect bathroom is all about you, with every detail just as you want it. Today's bathroom is a place to realize your unique taste and express your personality, making every moment you spend there a delight. At GROHE we believe in providing a full bathroom experience, one where form perfectly matches function, and where you have the freedom to express your own design style. That is why we have created a carefully curated range of colors and finishes for all touchpoints in the bathroom.

Whatever your signature style, there is a GROHE color to make your vision a reality, with true consistency across every element, from faucets to showers, right down to the details of accessories and flush plates, making your scheme totally seamless. Nothing is left to chance and the choice is entirely up to you, giving you total freedom to design a bathroom that effortlessly embodies your true self.



**38 732 DA1**  
Skate Cosmopolitan wall plate

**40 689 DA1**  
Toilet paper holder

**32 628 DA1**  
L-Size basin mixer

**40 365 DA1**  
Towel ring

**23 491 DA1**  
Freestanding bath mixer

COLOR AND FINISH SELECTION

WARM SUNSET



**Warm colors are a long-lasting trend across the whole world: one of the inspirations behind GROHE's new finishes.**

## THE NEXT GENERATION OF COLORS

GROHE's Vice President of Design **Michael Seum** on developing the GROHE Colors range

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

Color is incredibly important. Having said that, if you ask ten people about their opinion of colors you get 15 different answers. We all respond to color differently. In the kitchen and bathroom, – when somebody makes an investment in color, it's not like wall paint, where that can be changed quickly. So our approach to color, finish and materials is to ensure relevance in the home for many years to come – this is what we call design permanence. The GROHE Colors collection has been carefully curated to ensure our customers have a rich toolbox and most importantly the freedom to create their desired vision.

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

The team and I attend major design fairs globally, for example the ICFF in New York, Maison&Objet in Paris, the Tokyo and London design weeks and Salone del Mobile in Milan. So we definitely get our inspiration from the cutting edge of the design world. When we're at these design fairs, we're not looking specifically at our industry. We look at movements within the home sector, like the furniture industry. And then we're responding to that with this selection of colors and finishes. With our range of colors, we

want consumers to see that they have unlimited design flexibility with our collection. There's a lot in the industry where they just pick up on a trend but fads and fashion quickly disappear. Even the quality is poor. At GROHE, we have a more balanced approach. When you buy a GROHE product it's about quality, technology, sustainability and design. You know this color and finish is on the cutting edge of interior trends and at the same time it will last, due to our higher quality standards.

» THESE **NEW OPTIONS** ARE AN INCREDIBLY RICH TOOLBOX FOR THE CREATIVE MIND«

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

We could have gone after colors that were not such long-standing trends. They might be around for one or two years. But the problem there is when you're working with bath interiors, these are fixtures – once installed they are there for a long period of time. We

have to be really selective around the appropriateness of the color and how it's used. And I think there are other areas, where if you wanted to bring color into the bathroom, you can do that – with lighting as well. That's why we've taken an approach where the color is a long-standing trend. And we've seen the warm finishes now year after year, in Milan and London. It's now an accepted color and finish strategy. But it's not to say that we won't have more unique finishes coming up during the process of developing the next generation of colors.

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

I think color has always been part of the interior design world, but it has evolved over the years. One thing we're seeing from our visits to the design fairs, is that year after year, the warm colors come into the home. That is now an established design trend that came more out of the Nordics first, but is relevant everywhere now. Globally, colors develop differently. The US market is very color-centric, but leans more to the classic colors. Asia is also very color-oriented. The Middle East loves the warm colors and the golds. And in Europe we've seen the warm colors come in but also the Brushed Nickel and Graphite are inspiring many designers. I think the use of color has taken off differently. The challenge here is we had to put together a palette that works around the world. And with the new colors and finishes we've been able to achieve that.

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

I think the way color, finish and material impacts the bathroom is that the faucet becomes the jewellery – the accessory for the interior designer. It's another way to add a level of detail and quality to interior design features. And our colors have been selected and curated in a way that allows you to almost do anything you need to with them. So if you want high contrast, mid tones or low contrast, you can really use your colors to influence the outcome. This is a palette that gives you the complete flexibility to work with.



At GROHE, Michael Seum is responsible for insight-driven designs that capture the spirit and imagination of designers throughout the world. With GROHE Colors collection, he and his team created a powerful palette of long-lasting, high quality colors that harmonise with every project.



**And what about the kitchen?**

Most kitchens are white. The way consumers add color is through accessories – like toasters, blenders, coffee makers – because they can put them on the counter and take them away. So we thought, if someone had that red iconic kitchen mixer then they're more likely to take that vivid red hose of Essence. But there's really no risk in that because they can upgrade it, they can change it easily. In the bathroom, we've taken a slightly more refined approach, because there isn't yet a quick way to accessorize with color. All of the GROHE Colors collection work in the kitchen and in the bathroom very well.

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

Yes, the Brushed Hard Graphite. Which is, by the way, the most sophisticated finish we have right now. I'm in the process of redoing my kitchen all black-on-black and I'm going with that finish.

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

To be honest, there are none. I think we're in a day and age where designers are much more free to do what they want. With our opened up color and finish options in this collection, we've given them no rules. There are just endless possibilities to work with here. If I had to suggest one rule, it would be to coordinate the finishes. Because there's nothing worse than going into a space and having a different color faucet, a different color

shower, a different color towel holder. And with GROHE Colors collection you get the full coordination of whatever color and finish you need.

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

The way we've articulated this design range to the design world is: you have three types of environment. You have high-contrast environments and you have tone-on-tone environments. And in the middle you have mid-tones. Let's say I was designing an all-black bathroom. I have more or less some options. But if I wanted black tile on the wall, I could pick the opposite of it, which would be chrome to give it a more contrary contrast finish. Or if I wanted the whole bathroom to be a soft matte finish, I can use the brushed surface. So in terms of the interactions of shapes and surfaces, it all depends on what the interior design strategy is. But that's why we've offered a polished and a brushed finish to give you that flexibility in your interactions. And this rings true for all colors, available in polished or brushed.

**Can you give us an example?**

When I say the word 'vintage' you think of the brushed gold, but when I say 'luxury' you think of the polished gold. It's the same color, it's just a finish difference. By just changing the finish, I can give you a different verbal cue of vintage vs. luxury. The reason we have a brushed and a polished is to allow the ultimate flexibility between the interior strategies.



photo credit: Massimo Gardone

» OUR COLORS FIT INTO ENVIRONMENTS OF EVERY CONTRAST «



The play with contrasting black and white is currently trending at design fairs. And the GROHE Colors collection helps to create the perfect outcome.

# WIN 1 OF 10 GROHE COLORS COLLECTION BATHROOM SETS!

Enjoy the freedom of choice with your personal set of the GROHE Colors collection\*. Tailor your bathroom to your individual style with ease. Enter the competition at

[colors.grohe.com](https://colors.grohe.com)

\*Each set contains a washbasin faucet, a head shower set, a wall plate and three accessories in 1 of 10 colors from GROHE Colors collection (the color depends on the product availability). Enter the competition between 01.01.2019 and 31.03.2019.

40 365 AL1  
Towel ring

26 066 AL0  
Rainshower Cosmopolitan 310  
head shower set  
projection 380 mm

32 628 AL1  
L-Size  
basin mixer

38 732 AL0  
Skate Cosmopolitan  
wall plate

40 385 AL1  
Spare toilet  
paper holder

COLOR AND FINISH SELECTION

BRUSHED HARD GRAPHITE



## **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.



GROHE PVD  
10x more scratch resistance  
3x more surface hardness

# GROHE PVD UNRIVALLED, HARD AND SCRATCH RESISTANT

### MADE-TO-LAST SURFACES RANGING FROM PRECIOUS MATTE TO SHINY LIKE A DIAMOND

GROHE faucets are made to look as beautiful decades on as they did on the day you first fell in love with them. Our special recipe for success lies in our long-lasting surface quality. GROHE uses state-of-the-art technology to deliver

exceptional quality finishes. The physical vapour deposition (PVD) process ensures that the surface composition is three times harder, delivering a glistening gold or sophisticated stainless steel finish. As well as being harder, the surface is also ten times more scratch resistant, so it can be cherished for a lifetime.

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

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.

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

“Only a perfect match can give  
design the presence it deserves.”

MICHAEL SEUM, GROHE VICE PRESIDENT DESIGN

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.**

GROHE **ATRIO**

# THE ICON OF ELEGANCE AND PRECISION



## PURE, ICONIC GEOMETRY

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.

This 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.

»The new design of Atrio pays respect to the previous generation, but we've elevated the design into a completely new place «

**Michael Seum**  
Vice President Design at GROHE



IN HARMONY WITH  
EVERY **BATHROOM**  
STYLE

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.



## GROHE **ESSENCE**

### ONE PRODUCT LINE. ONE FASCINATING DESIGN

A luxurious variety of premium products that fascinates with a modern 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 sleek 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 timeless 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.



### **DESIGN SIGNATURE** ELEMENTS STYLED TO PERFECTION

An empathetic and intuitive design language offers 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.



# GROHE LINEARE SENSUAL MINIMALISM



## INSPIRED BY **ARCHITECTURE**

### ENJOY ULTIMATE FLEXIBILITY IN YOUR DESIGN CHOICES

Every Lineare design is a pure composition of both round and square forms using only slim and sleek proportions. To ensure you experience the maximum comfort, we softened simple geometric shapes and used only slender lines. Its unique character makes Lineare the perfect fit for both classic and modern bathroom aesthetics, giving you complete freedom in your choice of design.





## GROHE FAUCETS A SOLUTION FOR EVERY SPACE

There is a whole world of GROHE designs to explore. With a dazzling array of silhouettes, sizes and innovative functions you are sure to find the perfect fit for any scheme. All created with GROHE's industry-leading technology and engineering expertise you'll find everything from compact models for tight spaces to innovative eco-options and even hands-free sensor-activated taps. GROHE make it easy to get your design right, down to the finest detail.



MORE GROHE FAUCETS  
AVAILABLE ONLINE  
[FAUCETS.GROHE.COM](https://faucets.grohe.com)



## EUROSMART PRESENTS THE NEW MIDNIGHT BLACK FINISH

With Midnight Black GROHE introduces a beautiful and inspiring finish with an incredibly deep, matte black coating for the Eurosmart Cosmopolitan collection. Thanks to the chrome accents the faucets complement any bathroom style and can be combined with a variety of chrome or matte black interiors details.



**GROHE SENSIA ARENA**  
**WASHING IS**  
**THE NEW WIPING**

ENJOY THE SHOWER TOILET THAT CLEANS YOU WITH PURE, WARM WATER.



**FORGET EVERYTHING YOU KNOW ABOUT TOILETS.**

As of now, the GROHE Sensia Arena does everything better. It cleans you with warm water. It eliminates unpleasant odors. It has special hygienic coatings, and powerful flushing keeps the toilet clean. It can be controlled easily and conveniently via your smartphone or remote control. And its elegant design blends seamlessly into any bathroom. Step into the new age of toilets with the GROHE Sensia Arena – and enjoy that first-class clean feeling every day.



THE **FINISHING**  
TOUCH!

**GROHE FLUSH PLATE**  
THE ESSENTIAL ELEMENT FOR  
YOUR **COMPLETE BATHROOM**



## GROHE COLORS COLLECTION OFFERS A FASCINATING VARIETY TO CHOOSE FROM

For exclusive bathrooms, these small actuation plates are also available in exceptional colors. These products are perfectly suited to meet individual wishes, which leaves nothing to be desired and allows new design possibilities for your scheme. The exclusive solution for your bathroom. Perfection made in Germany.

### Polished surfaces



Cool Sunrise



Warm Sunset

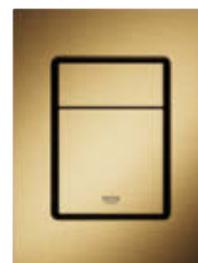


Hard Graphite

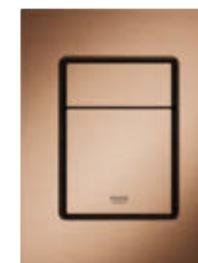


Nickel polished

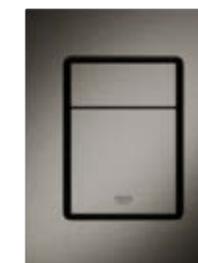
### Brushed surfaces



Brushed  
Cool Sunrise



Brushed  
Warm Sunset



Brushed  
Hard Graphite



Brushed  
Nickel



## GROHE 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 relaxing and restorative 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 excellent performance with an attractive price. You can enjoy a flexible and stylish bathroom day in, day out, for years to come.

# GROHE EUPHORIA SMARTCONTROL SHOWER SYSTEM

Whether you are looking for stylish design or functionality – or perhaps just ultimate control: With the GROHE Euphoria SmartControl 310 shower system has it all. Its beautiful wide Rainshower 310 SmartActive head shower in sparkling chrome combines a powerful jet spray with a soft, refreshing spray. The hand shower can be individually positioned to any height, thanks to the fully adjustable shower holder: ideal for taking a shower without getting your hair wet.

Perfect control comes with the Grohtherm SmartControl with its intuitive “push, turn,

shower” operation. This makes it simple to switch between two different spray patterns and the hand shower – or choose two at once if you prefer.

With GROHE TurboStat thermostat technology you can set your desired temperature and then enjoy perfect comfort, knowing it will always remain constant. Every GROHE SmartControl comes equipped with CoolTouch technology. This means that scalding on hot surfaces is impossible – just one more of the many benefits that you can enjoy with the Euphoria SmartControl shower system.



# TURN UP YOUR SHOWER EXPERIENCE GROHE SMARTCONTROL

## PUSH TO ACTIVATE – THEN TURN UP THE PLEASURE

What do we mean by SmartControl? It's when you can effortlessly influence every aspect of your shower, leaving you free to simply relish the moment and slip into a state of relaxation. SmartControl is intuitive control that happens without a moment's thought, simply delivering your perfect shower experience. A wealth of details and thought has gone into creating GROHE SmartControl – so that you get all the more out of it.



# SHOWER PLEASURE TO THE POWER OF THREE

## TEMPERATURE

GROHE TurboStat technology lies at the heart of this shower system. The thermoelement's unrivalled sensitivity means it delivers water at the desired temperature within a fraction of a second – and keeps it constant for the duration of your shower.

## START/STOP & VOLUME

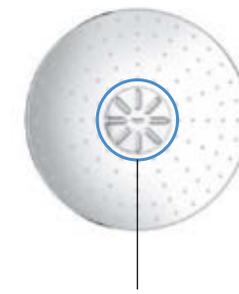
The innovative GROHE SmartControl technology lets you choose your preferred spray pattern – or a combination of spray functions – as well as adjust the water flow to just the right amount. Nothing could be simpler.

1. FLEXIBLE



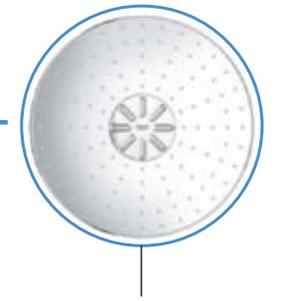
Simply turn up the water flow to get just the right amount. From delicate spray to refreshing shower – for seamless flexibility.

2. POWERFUL



Put power at your fingertips. Start with a vigorous spray to rinse away shampoo. Increase the volume for a concentrated jet spray to massage away the stress of the day.

3. RELAXING



All the control you need for ultimate relaxation – choose a soft and refreshing rain shower or turn the volume all the way up for a summer downpour.





## GROHE RAPIDO SMARTBOX SYSTEM MASTERPIECE OF TECHNOLOGY

### MORE TO IT THAN MEETS THE EYE: THE ADVANTAGES OF CONCEALED TECHNOLOGY

Space – we'd all like to have more of it, especially in the shower area. With its hidden installation, GROHE Concealed technology offers more space under the shower, without compromising on functionality or comfort.

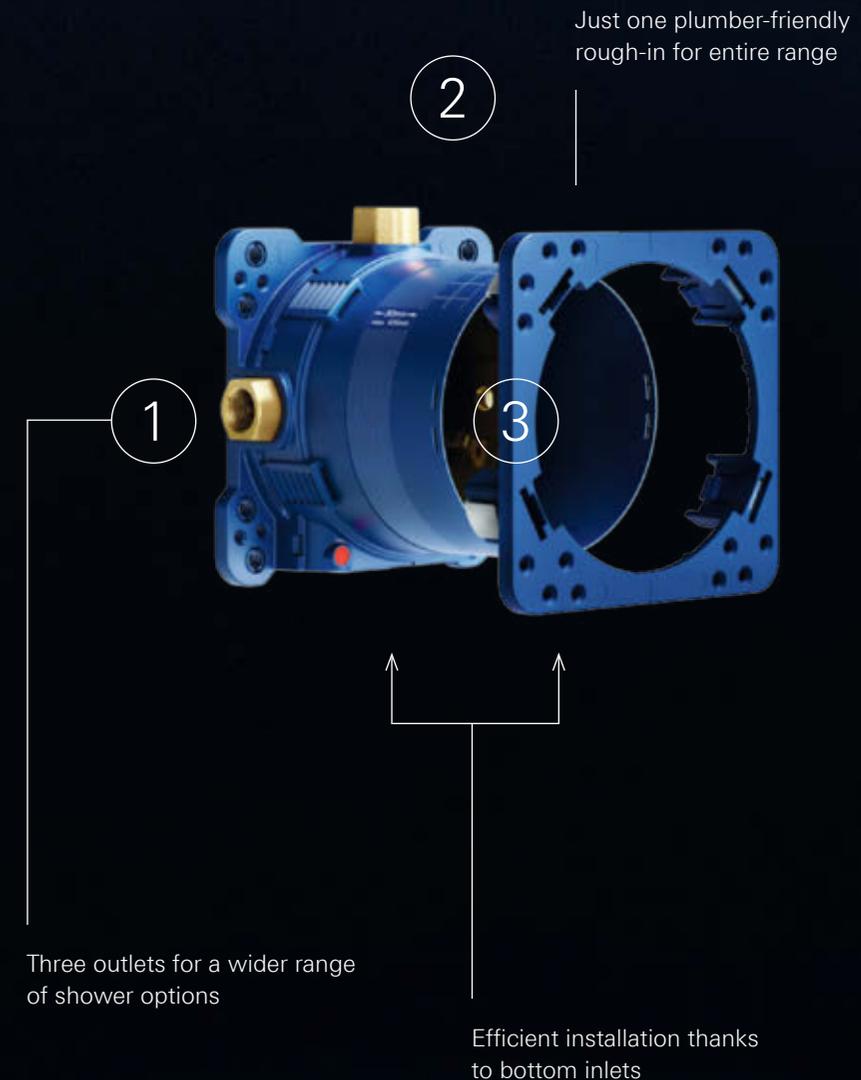
A wide selection of suitable trimsets and showers ensures that the style chosen for the bathroom extends seamlessly into the shower area. And seen from a practical angle, the slim, streamlined design makes cleaning faster and more convenient.

GROHE SmartControl Concealed promises perfect shower control and is remarkable for its exceedingly flat design and clean, uncluttered look.

Our two-handle thermostats too are compact and space-saving, blending precise performance with a sleek, minimalistic appearance.

Or take our single-lever mixers: a choice of models offering control of one, two or three functions and a range of stylish designs.

## THE UNIVERSAL SOLUTION FOR THE NEEDS OF TOMORROW



With its universal solutions, our GROHE Rapido SmartBox System is the answer for everything. Never before has a rough-in from GROHE offered so many different options and so much flexibility and freedom. And with the GROHE Rapido SmartBox System you can install the box now and decide on a trim in the future.

# CHOOSE YOUR TYPE OF SHOWER SYSTEM

## ALL-IN-ONE, PREMIUM DESIGN AND VERSATILE BATHROOM SOLUTIONS.

Choose a thermostatic shower system powered by GROHE TurboStat to ensure maximum shower comfort and safety, together with a one-hand mixer system driven by GROHE SilkMove or a simple, stylish diverter system. GROHE shower systems are economical, easy to use and install, and beautifully designed.





## YOUR SHOWER, YOUR WAY HOW REFRESHING

Shake up your day in a shower uniquely tailored to you. Whether you like a shower that's refreshing, relaxing, invigorating or indulgent, your ideal shower solution has never been easier to create, thanks to GROHE's selection of shower systems, thermostats and hand showers. Experience the daily pleasure of having your shower designed your way – GROHE's award-winning designs range from the coolly minimal to the elegantly timeless. Combine products with innovative features to get just what you need – from powerful massage showers to child-friendly features and water-saving options.

[showers.grohe.com](https://showers.grohe.com)

# GROHE KITCHEN

## RETHINKING THE IMPORTANCE OF WATER FOR THE CULINARY EXPERIENCE

Think of a space where people come together.  
A space where any kind of mood can be translated  
into an endless number of delicious dishes and drinks.  
A space where you not only express your individuality,  
but also try new recipes and explore millions of tastes.



# WHICH WATERSYSTEM IS YOURS?

PERFECT TASTE STRAIGHT FROM THE FAUCET WITH UNBOTTLED  
WATER BY **GROHE BLUE HOME** AND KETTLE HOT WATER ON  
DEMAND BY **GROHE RED**. CHOOSE WHICH COMBINATION  
PERFECTLY FITS YOUR NEEDS.



# GROHE BLUE HOME

## YOUR PRIVATE SOURCE

### CHILLED AND SPARKLING

Do you like your chilled drinking water still or sparkling? Somewhere in between? With GROHE Blue the choice is all yours. First the water is filtered to remove impurities. Then it is chilled to create that mountain-fresh taste. And when you turn on the faucet a simple twist of the handle lets you choose whether still, medium sparkling or sparkling water flows into your glass.



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.



**TASTE** GROHE's filters remove impurities to give water a pure, fresh taste that even beats bottled water | **SPACE SAVING** No more storing of water bottles in the fridge | **CONVENIENCE** No more carrying heavy bottled water | **SUSTAINABILITY** Kinder to the environment, with less waste on packaging and processing compared to bottled water | **HEALTH & WELLNESS** Removing even small particles but leaving behind precious minerals, GROHE Blue makes it easy to embrace the health-giving properties of water



GROHE **RED**

# 100 °C STRAIGHT FROM THE FAUCET

## BOILING HOT WATER ON DEMAND

Think about the number of times a day that you need boiling water – and how much time you spend waiting for the kettle to boil. And now imagine you could save time, energy and space in the kitchen – all in one go. That's what GROHE Red can do for you: a beautiful and reliable system that delivers boiling hot water straight from the faucet – safely and instantly. Once you discover all the advantages of this remarkable helpmate in the kitchen you'll never look back.



**SAFETY FIRST** Our first commitment is to your safety. That's why GROHE Red comes with a unique, failsafe child lock | **NO MORE WAITING** Kettle-hot water is always available at the push of a button, so waiting for the kettle or pot to boil is a thing of the past | **LESS WASTE** You only take the exact amount of hot water you need, so you save on water and energy consumption | **CLEAN, FRESH TASTE** Filtered water for an exceptional taste experience | **CLEAN YOUR WORKTOP** Filtered water heated to 100 °C. No need for the clutter of a kettle. GROHE Red fulfills all your water needs from a single faucet





## INTRODUCING GROHE KITCHEN SINKS

**Add up how much time you spend at your kitchen sink. Filling pots, preparing veg, washing up after a big meal. It's a place you will stop at countless**

GROHE sinks have been designed to fit every type of kitchen scheme, with eight innovative, modern designs perfect for your space and your budget. You will find compact models with integrated drainers, large double sinks for when you need to spread out, and chic built-in sinks that fit flush to your worktop – all made of extremely resistant stainless steel for quality one can see and feel. In addition, the sinks can be paired effortlessly with GROHE's kitchen faucets and watersystems, with comfortable proportions and no splashing. With features like the GROHE QuickFix system and

**times each day, so why not choose a sink that exceeds your needs in terms of quality, design and features?**

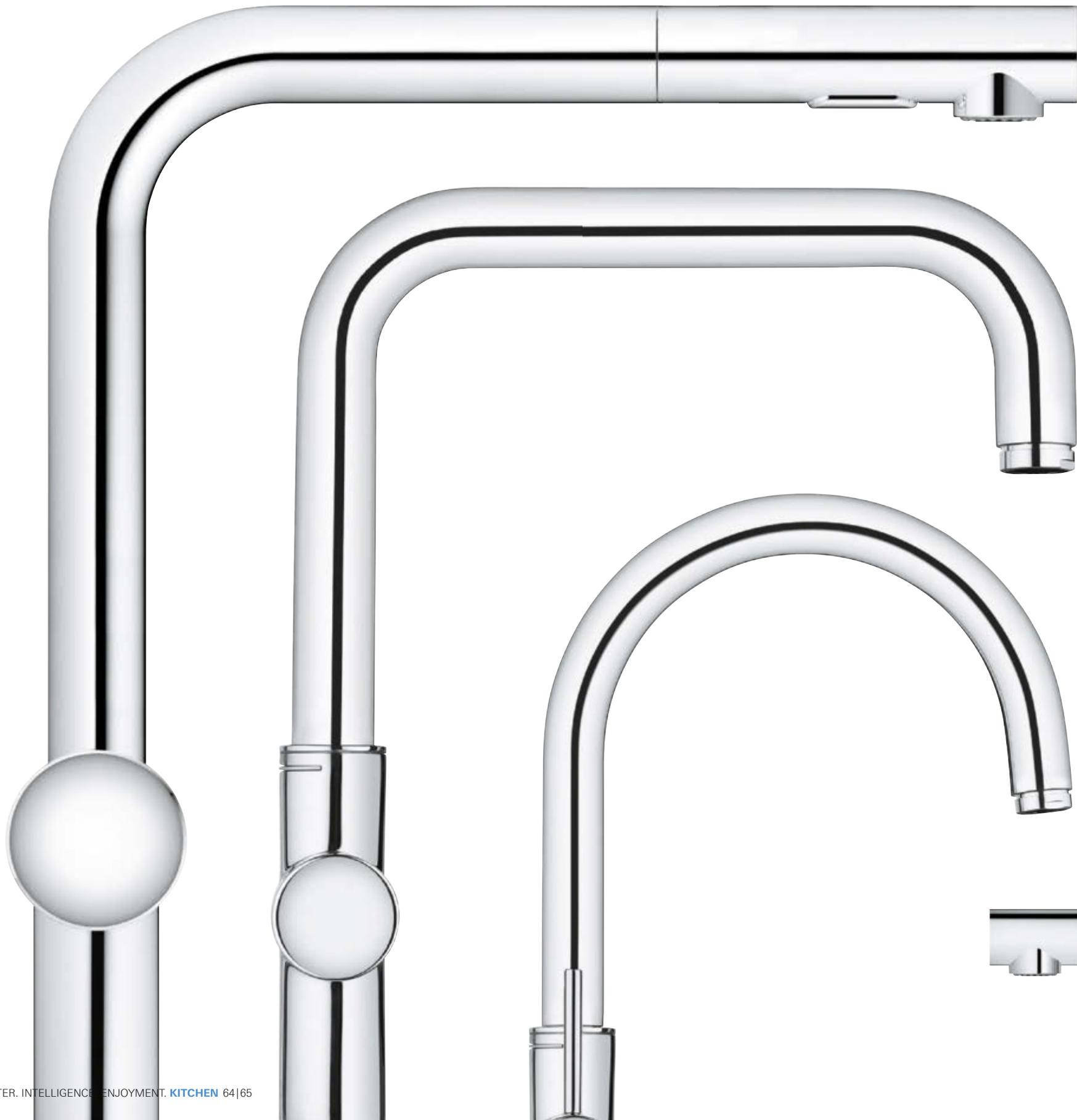
reversible designs as standard, you can have your new GROHE sink installed in minutes with no fuss or hassle. We are also confident that you will love the special features on offer, from the insulation to the automatic waste that means never plunging your hand into dirty water again. Another plus: Thanks to the patented surface technology, pores are reduced to the minimum, making the surface very smooth and easy to clean. With a sink from GROHE you'll notice the difference, making every time you use your sink less of a chore.





# THE COLORFUL WORLD OF **GROHE** **ESSENCE PROFESSIONAL**

Enhance your kitchen's performance with the sleek, architectural Essence Professional faucet, 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 santoprene hose is not only easy-to-clean but also comes in a choice of 10 color finishes to harmonize with any kitchen.



## DISCOVER THE GROHE **KITCHEN** COLLECTIONS

Whether you're looking for chef-grade performance, contemporary aesthetics or family-friendly durability, you can find it with the GROHE kitchen collections. Our kitchen faucets offer all the flexibility you need to find the perfect fit for the center of your kitchen. Choose your silhouette, spout height and features – useful pull down spray heads, eco-options, compact models or even innovative touch-free taps, it's all designed for comfort, convenience and power.



[kitchen.grohe.com](https://kitchen.grohe.com)

# INTRODUCING **GROHE SENSE** **AND GROHE SENSE GUARD:** THE WATER SECURITY SYSTEM THAT TAKES CARE OF YOUR HOME

## **GROHE SENSE PROVIDES WATER SECURITY FOR YOUR ENTIRE HOME 24/7. DETECTS, ALERTS AND STOPS!**

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 automatically 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. Automatically.

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



## GROHE SENSE

THE SMART WATER SENSOR THAT DETECTS WATER IN YOUR HOME



## GROHE SENSE GUARD

THE SMART WATER CONTROLLER THAT DETECTS LEAKS AND AUTOMATICALLY SHUTS OFF THE WATER SUPPLY

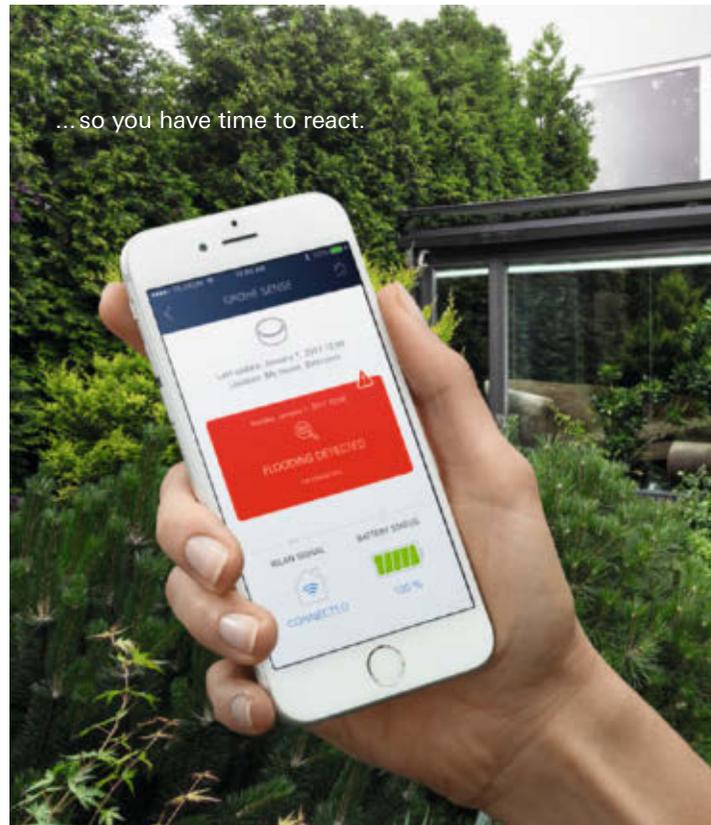


GROHE Sense monitors temperature and humidity levels and gives warning if the levels become too high or too low.

When water touches the base of the sensor due to leaks or flooding, GROHE Sense alerts you automatically...



...so you have time to react.

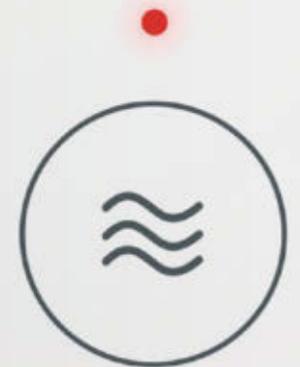


GROHE Sense Guard tracks water consumption, detects micro leaks and unusual water consumption.

When a pipe bursts, ...



... GROHE Sense Guard shuts off the water supply automatically and alerts you on your smartphone.



**WATER OFF**

# DISCOVER THE WORLD OF GROHE

This is just a small selection of what the world of GROHE has to offer. Whether you are looking for ideas or solutions for bathroom and kitchen, here is where you will find your inspiration.

## GROHE LITERATURE



SMARTCONTROL  
BROCHURE



SHOWERS  
BROCHURE



ATRIO  
BROCHURE



RAPIDO SMARTBOX  
BROCHURE



GROHE COLORS  
BROCHURE



CERAMICS  
BROCHURE



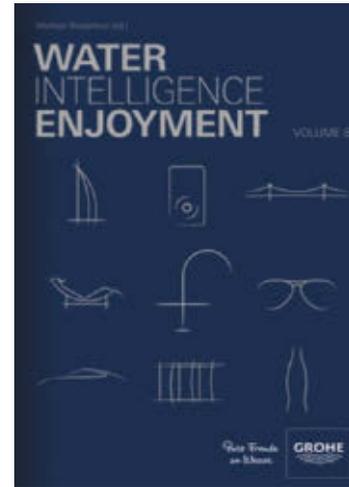
KITCHEN SINKS  
BOOK



WATERSYSTEMS  
BROCHURE



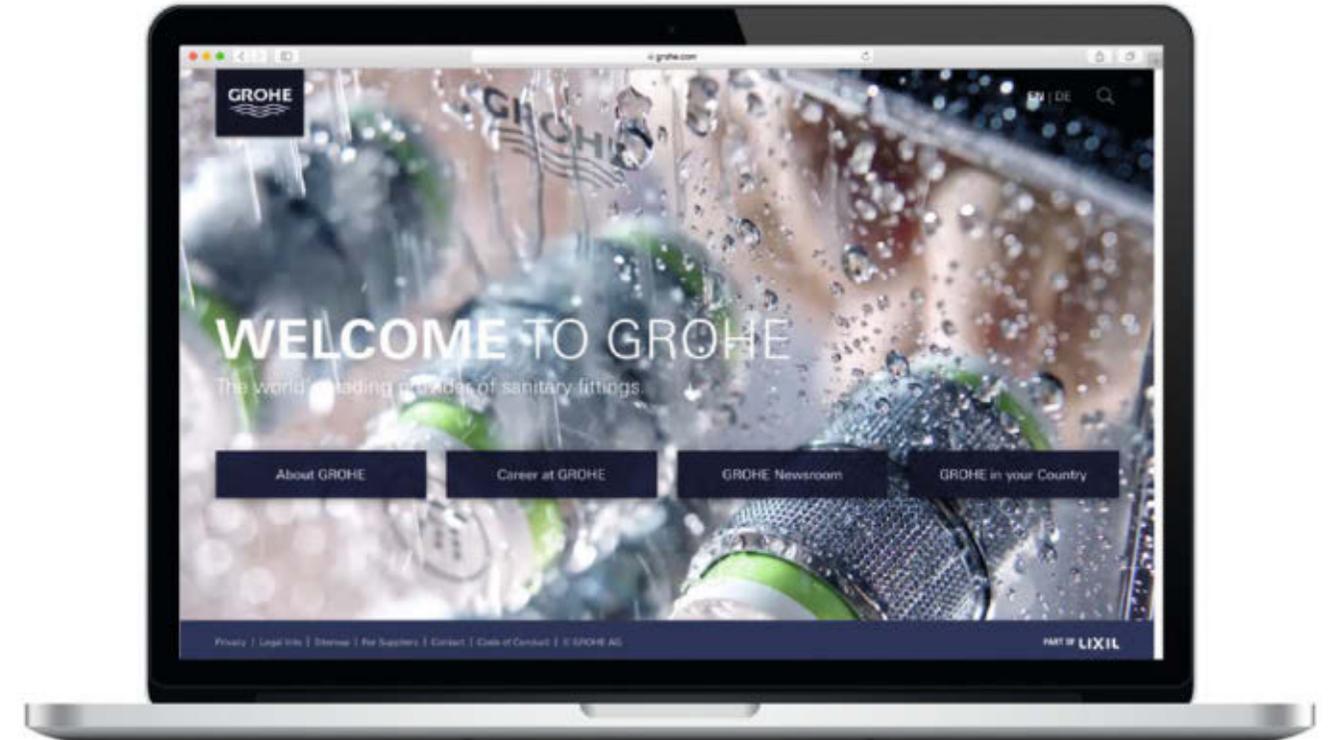
GROHE SENSE  
BROCHURE



WATER INTELLIGENCE  
ENJOYMENT BOOK | Vol. 08



GROHE  
MAGAZINE | N°02 2018



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## GROHE TRUCK

**Follow the tour.** Our trucks are visiting more than 1000 stops in 40 countries. Visit our truck and enjoy an event full of surprises. Experience our latest innovations. [truck.grohe.com](http://truck.grohe.com)

Follow us



ALREADY MORE THAN ONE MILLION FANS.  
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VISIT [GROHE.COM](http://GROHE.COM)

Grohe AG  
Feldmühleplatz 15  
D - 40545 Düsseldorf  
Germany

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