



PART OF **LIXIL**

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FOR IMMEDIATE RELEASE

Colorful GROHE Essence Semi-Pro Kitchen Faucets Are a Perfect Way to Express Individual Lifestyle

Featuring Stylish Design and Modern Functionality, Now Available in a Rainbow of Brilliant Shades to Make a Personalized Statement in Any Kitchen

NEW YORK (July 25, 2017) — The kitchen is considered by many to be the focal point of the house, which is why it is the ideal room to express yourself with color. The new collection of [Essence Semi-Pro single-handle kitchen faucets](#) from GROHE is now available in nine attractive rainbow shades — yellow, orange, red, pink, purple, green, blue, matte sheer marble, and matte dark gray — to make a personalized statement in any kitchen, whether entertaining guests or preparing a special family meal. The flexible, easy-to-clean velvet matte black colored silicone hose, which comes standard with this faucet, can be effortlessly replaced with a color that delights the senses, no matter your mood.



The Essence Semi-Pro kitchen faucet from GROHE is now available in nine rainbow shades to make a personalized statement in any kitchen.

Your Color. Your Design Statement.

Whether you choose its bold red color to provide an instant “perk-up,” or brilliant blue to make a more “nautical” statement, the [Essence Semi-Pro single-control faucet](#) features the highest quality materials to withstand heavy use. If your design mood tends to vary from season to season, replacing the hose is simple for homeowners to handle without professional help.

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You can match to other surfaces and finishes in the sink area, even coordinating with holiday décor. How about the yellow or orange-colored hoses to evoke the perfect autumn ambiance? Or the green hose to celebrate the onset of spring and summer? Whatever your color vibe, the Essence Semi-Pro kitchen faucet can match it. The faucet is sold with the velvet matte black hose; all other colors are available for purchase separately.

Sleek, Modern Styling

A winner in the 2017 international Red Dot Awards competition, the Essence Semi-Pro faucet has a sleek, modern form with convenient features for at-home chefs. These functions include: convenient one-hand operation; a spring arm that allows for full 360-degree sink mobility; and a high-performance spray head that offers easy switching between spray action and the regular water flow.

The new GrohFlexx technology makes the hose particularly mobile for a variety of uses – from washing vegetables to rinsing plates to filling tall vases, with maximum maneuverability that means everyday chores can be completed in no time at all. After use, the solid metal spray head easily re-attaches to the flexible spray arm. The GROHE EasyDock M technology uses a powerful magnet in the holder to guide the spray back to its ideal docking position.

The design lines of the Essence Semi-Pro single-handle faucet have been expertly trimmed to their essential elements, distinguished by a slim, streamlined body built around an advanced 28-millimeter cartridge. The faucet features the GROHE SilkMove technology — which allows for a lifetime of smooth operation, precise water control and drip-free performance — concealed within an elegant cylinder casing that is available in either SuperSteel InfinityFinish or scratch-resistant GROHE StarLight chrome finish.

Engineered and designed to meet the high standards of today's experienced and amateur chefs alike, the Essence Semi-Pro single-handle faucets carry a limited lifetime warranty and have a manufacturers' suggested retail price (MSRP) of \$699 to \$899. Replacement colored hoses have an MSRP of \$85 and can be ordered online or at [your nearest GROHE showroom](#).

To learn more or find a retailer near you, visit www.grohe.us or call (800) 444-7643.

ABOUT GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products. For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser". With its engineering, innovation and design activities firmly anchored in Germany, GROHE products bear the badge of quality "Made in Germany", ultimately strengthening the customers' confidence in the brand. GROHE is part of LIXIL, a global leader in housing and building materials products and services. GROHE America has an office located in the heart of the Flatiron district that houses the [GROHELIVE! Center](#), an interactive showroom created for inspiration and collaboration.

Learn more at www.grohe.us or follow us at facebook.com/groheUS, twitter.com/grohe_US, youtube.com/user/GroheAmerica, instagram.com/grohe_us/.

ABOUT LIXIL

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brands including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in their industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at www.lixil.com and follow us at facebook.com/lixilgroup.

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