

FOR IMMEDIATE RELEASE

GrohTherm SmartControl Shower Trims Offer Intuitive Shower Experience, New Styling Options

Popular Push-and-Turn Controls from GROHE Provides Minimalist, Easy Behind-The-Wall Installation, Plus Unique Rapido SmartBox Universal Valve

NEW YORK, N.Y. (November 29, 2017) — Immersing oneself in a new dimension of showering – this is what GROHE SmartControl is all about. The “Push, Turn, Shower” experience has become even more multifaceted, thanks to a new model and combination options being added to this popular line of smart shower controls.

The expanded range includes a concealed behind-the-wall model that offers an innovative universal rough-in valve for more efficient installation. This concealed GrohTherm SmartControl trim features the same expert water temperature and flow rate control as the on-the-wall version, while offering the option of having up to three shower outlets running through a single wall plate. This feature is exclusive to GROHE, part of LIXIL, as most competitors require an additional wall plate to accommodate three water outlets.

Plus, the GrohTherm SmartControl trims are optionally available in stylish white. As a result, the intuitive push-and-turn control system offers an even greater variety of design options – for the perfect shower experience every time.



The new GROHE SmartControl thermostatic trim offers intuitive, push-turn functionality in a sleek, low profile design, available in both round and square styles.

Sleek Concealed Design

The right design for every bathroom – customers and experts have been greatly impressed with SmartControl ever since the launch of this modern shower system. Showcasing elegant styling, this thermostatic trim features a low-profile, minimalist design while using the same self-explanatory push-and-turn buttons.

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GROHE offers the new behind-the-wall version in a variety of options that includes square and round designs, as well as chrome, brushed nickel, or white finishes. This new shower control system provides an optimum solution for any bathroom ambience and installation setting.

Innovative Configurations for Easier Operation

Behind the wall powering the GrohTherm SmartControl trim is the new Rapido SmartBox. This innovative valve has some unique features that make installation simple and easy. Water supply inlets are positioned at the bottom of the valve, eliminating the need for additional adaptors and simplifying installation. This pioneering valve also adds no additional depth to the wall trim with its super slim design, maximizing room in the shower for user comfort. The new Rapido SmartBox is designed to work with all the GrohTherm SmartControl trims.

Smart and Intuitive

GROHE SmartControl is manufactured to the highest standards of German workmanship. At its heart is the combined push-and-turn technology, which gives users finger-tip control of the showerhead and hand shower's different spray patterns, while allowing control of the water flow rate by rotating the buttons. The intuitive operation is aided by user-friendly icons. When the water is turned off, the system automatically stores the selected flow rate for the next use.

The GROHE SmartControl shower system garnered a 2017 GREEN GOOD DESIGN Award for its combination of stylish design and intuitive flow rate control. Entries to this award – organized by the Chicago Athenaeum: Museum of Architecture and Design in conjunction with the European Centre for Architecture Art Design and Urban Studies – are rated not only on their design, but also on such aspects as energy consumption, environmental friendliness and resource conservation.

List Prices are: GrohTherm SmartControl trims range from \$534 to \$817; GROHE Rapido SmartBox valve is \$119.

To learn more, visit GROHE.us.

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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" (Pure Enjoyment of Water). 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. The success of GROHE has been recognized with around 300 design and innovation awards in the past 10 years alone. 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 a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for housing and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, American Standard, GROHE, DXV, INAX, and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are.

Learn more at www.lixil.com, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

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