

FOR IMMEDIATE RELEASE

## Drenching GROHE Euphoria 260 Showerhead Delivers a Luxurious Shower Experience at Attractive Pricing

*Multi-Function Model Showcases Contemporary Styling with Convenient Control Over Flexible Spray Zones for Choice of Three Deluxe Sprays*

ORLANDO, KITCHEN & BATH INDUSTRY SHOW (January 9, 2018) — The larger the showerhead, the more luxurious the shower experience. Now offering this experience to a broader range of consumers, GROHE, part of the LIXIL Corporation, adds a large-diameter, multi-function showerhead to the mid-range price categories.

The [new Euphoria 260 showerhead](#) has not only grown in size, but is also distinguished by sleek, contemporary design and chrome plated spray face. It is manufactured to the highest standards of German workmanship with the goal of further enhancing the excellent experience that GROHE delivers for its customers.

Created in GROHE's signature contemporary styling, the generous 10-inch Euphoria 260 showerhead includes an innovative three-zone design for customized showering comfort. By simply turning the center button on the showerhead face, the user can change the spray from a powerful, concentrated Jet spray, to a wider SmartRain spray for an energizing, yet relaxing, effect, to a broad Rain spray for full body coverage. Exclusive GROHE DreamSpray technology maintains the precision of the spray pattern by distributing water evenly to all nozzles, to further enhance the showering experience. Available in 2.5 gallons per minute (gpm) and water-efficient 1.75 gpm flow rate models, the Euphoria 260 showerhead is EPA WaterSense-certified and is compliant with the CEC regulations in California.



An enticing combination of sleek, contemporary design and smart functionality, the GROHE Euphoria 260 multi-function showerhead offers users three spray zones, from a soft, wide Rain spray to the powerful centerJet spray.

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This modern showerhead is equipped with a ½-inch metal ball joint — which makes it compatible with all standard shower arms — allowing for easy upgrade of existing showers. It is available individually, or as part of a GROHE Retro-Fit Shower System bundle or a GROHE Euphoria Shower System bundle. It is available in a choice of GROHE StarLight Chrome or Brushed Nickel InfinityFinish. List prices range from \$129 to \$169.

To learn more, visit [GROHE.us](https://www.grohe.us).

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**FOR MORE INFORMATION:**

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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](http://www.grohe.us), or follow us at [facebook.com/GROHEUS](https://facebook.com/GROHEUS), [twitter.com/GROHE\\_US](https://twitter.com/GROHE_US), [youtube.com/user/GROHEAmerica](https://youtube.com/user/GROHEAmerica), [instagram.com/GROHE\\_us/](https://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.

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