

FOR IMMEDIATE RELEASE

Indulge in the Ultimate Shower Experience with the GROHE Rainshower 310 SmartActive Showerhead

Stylish, Oversized Showerhead Combines Rain and Jet Sprays, Bringing Versatile Performance and Minimalist, Contemporary Design to Luxury Shower Environments

ORLANDO, KITCHEN & BATH INDUSTRY SHOW (January 9, 2018) — While some types of showers gently caress the skin like a summer rain, others give an invigorating massage. The new GROHE Rainshower 310 SmartActive showerhead offers the best of both worlds for a thoroughly satisfying shower every time. Moreover, the juxtaposition of an extra-large showerhead with a slender shower arm introduces an exciting design dimension into the bathroom. Available in round or square options, and sporting a minimalist design that promises an exceptional water experience, these showers will harmonize perfectly with any modern bathroom design.

Double the pleasure

The Rainshower 310 SmartActive showers use a special spray face to double the pleasure of showering. Oval water outlets arranged in a star-shaped pattern at the center of the spray face generate a vigorous massage jet. They are surrounded by an arrangement of nozzles producing a much more gentle PureRain spray. This means users can choose between a concentrated jet to loosen up tense muscles or rinse shampoo out of their hair and a rain shower softly enveloping their body.



Easily customize the luxury shower experience with GROHE Rainshower 310 SmartActive, which offers both gentle rain and powerful jet sprays in a single stylish showerhead.

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The luxurious new showers are manufactured to the highest standards of German workmanship at the brand's newly expanded production facility in Lahr, Germany, a recent LIXIL Corporation investment aimed at further enhancing the excellent experience that GROHE delivers for its customers.

The shower can be energizing and invigorating, or soothing and relaxing, to provide a deeply satisfying shower session. To simplify switching between the different shower functions, GROHE offers the [new GrohTherm SmartControl trims](#) that feature an intuitive push-and-turn button technology. With a depth of only 1 ¾-inches (43mm), these sleek styles of thermostatic trim ensure minimum intrusion into the shower, leaving maximum room to move around.

The SmartControl concept allows operation of the Rainshower 310 SmartActive showerhead, plus a hand shower, from a single concealed element. Cleaning the shower face is just as easy; the SpeedClean design of the silicone nozzles means that limescale can simply be wiped off.

An eye-catcher in the bathroom

Their size alone gives the round and square-shaped GROHE Rainshower 310 SmartActive showerheads a commanding presence in the bathroom. Yet despite their 12-inch diameter, or edge length in the square option, the showers never feel obtrusive. This is thanks to their low-profile body and uniquely streamlined silhouette. The beautifully slim shower arm comes with a matching round or square wall rosette.

The shower faces and the SmartControl units are available in StarLight Chrome finish, allowing for perfect harmony with the rest of the bathroom décor. Design-coordinated hand showers and other water fittings are available in the extensive range of bathroom products from GROHE, the brand that is synonymous with flexibility in bathroom design and fully personalized shower experiences.

The GROHE Rainshower 310 SmartActive showerheads start at a list price of \$795. To learn more, visit [GROHE.US](https://www.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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