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PRESS INFORMATION

Iconic Awards 2017: nine awards for GROHE

- Category "Product": three "Best of Best" Iconic Awards 2017 for Blue Home, Concetto Professional and Euphoria 260 as well as for Sense and Sense Guard, Lineare, Essence Professional and Smart Control Concealed
- Category "Communication": award for the publication series "GROHE Architekturlösungen" ("GROHE Architectural Solutions")
- Category "Architecture": award for GROHE's trade fair booth at the ISH 2017

Düsseldorf, 1. August 2017. Every year, the Iconic Awards recognize visionary buildings, innovative products, and sustainable communication in the sectors of architecture, construction, industry and production industry. This year, GROHE has been announced as the winner of nine coveted awards in the categories "Product", "Communication" and "Architecture". The official award ceremony will be held on the 4th of October 2017 at BMW Welt in Munich.

Three "Best of Best" and four more Iconic Awards 2017 in the category "Product"

The GROHE Blue Home tap water system, the professional Concetto Professional kitchen tap and the Euphoria 260 shower head are each receiving a "Best of Best" Iconic Award 2017 in the "Product" category. At the touch of a button, the tap water system GROHE Blue Home delivers delicious filtered water chilled to the perfect drinking temperature in three options: sparkling, lightly sparkling or still, directly into your glass. The system, which combines timeless design with innovative technology, consists of an elegant kitchen tap and a high-performance cooler with integrated filter. This "private water source" will ensure you remain refreshed in the most sustainable and resource-saving way possible. With its GrohFlexx and EasyDock M technology, the GROHE Concetto Professional kitchen tap is incredibly flexible and easy to use. The tap has a silicone hose with an integrated metal spring, allowing it to turn 360 degrees, and a button for easily switching between normal water flow and jet spray – perfect for washing dishes, rinsing vegetables and filling tall pots effortlessly.

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With its 260mm diameter and three zone features, the Euphoria 260 shower head transforms showering into a soothing and custom-made experience. The users can change the flow of water to suit their mood, changing gradually from a powerful concentrated jet to a stimulating and invigorating stream to a full soft rain shower with a simple turn of the SmartControl panel.

In the category “Product”, GROHE is also receiving Iconic Awards this year for the tap collections Lineare and Essence Professional as well as for the concealed control element SmartControl Concealed and GROHE Sense and GROHE Sense Guard, the new water security system. With its clear lines, the Lineare series of faucets creates contours in your bathroom, while the Essence Professional tap line makes your work in the kitchen more efficient and more comfortable. The flush and minimalist designed control panel SmartControl Concealed can be controlled by an intuitive push button and turn knob technology. The innovative and smart water safety system consisting of Sense and SenseGuard detects and protects homes against water damage.

GROHE at the ISH 2017 – winner in the category “Architecture“

GROHE is receiving an Iconic Award in the category “Architecture” for its impressive booth at the ISH 2017 in Frankfurt am Main, the world’s leading trade fair for bathroom, building, energy, and climate technology, and renewable energy. With the slogan “WATER. INTELLIGENCE. ENJOYMENT.” GROHE presented itself as a pioneering market leader in the sector and showcased the digital controllability of water as an innovation in its own spectacular exhibition hall.

GROHE Architekturlösungen – winner in the category “Communication“

With its publication series “GROHE Architekturlösungen”, a supplement of the German construction magazine “DBZ Deutsche BauZeitschrift”, GROHE is receiving an Iconic Award in the category “Communication”. Each issue features a specific theme (e.g. hotels, office buildings, or care and nursing homes) that presents construction projects and the GROHE products incorporated therein. Also, they give answers to architectural questions. “GROHE Architekturlösungen” is one of the company's central communication tools and its target audience consists of architects, professional planners, plumbing experts and theme-specific groups.

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About GROHE

GROHE is the world's leading provider of sanitary fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure joy of water". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the last ten years alone, GROHE has received over 300 design and innovation awards as well as several top rankings as one of "Germany's most sustainable large brands", confirming the success of the brand. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL Corporation

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 houses and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, INAX, GROHE, American Standard, and Permateelisa 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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