

PRESS RELEASE

2018 German Design Awards: GROHE awarded four times

- GROHE receives four "Winner" awards at the 2018 German Design Awards in the categories "Building and Elements", "Fair and Exhibition" and "Corporate Identity".
- The internationally renowned German Design Awards acknowledge unique design trends in the design-oriented industry and are awarded by a jury consisting of 45 experts from various nations.

Düsseldorf, 1. September 2017. The prestigious German Design Awards honour innovative products and projects as well as their manufacturers and designers that are ground-breaking in the German and international design landscape. The jury consists of 45 experts from different nations and evaluates more than 5,000 entries. The official award ceremony of the 2018 German Design Awards will take place on February 9th of 2018 in Frankfurt am Main, Germany.

Winner in the "Building and Elements" category: GROHE Sense and Sense Guard

With Sense and Sense Guard, GROHE wins two 2018 German Design Awards in the category "Building and Elements". The water safety system meets an urgent need of private households: More than half of all homes have already suffered at least one incident of water damage with repair costs averaging 2,297 euros, which could have been prevented in 93 % of all cases. The innovative GROHE water safety system warns about and reduces not only the extent of domestic water damage, but also fits into any house thanks to its simple yet elegant design. Above all, the combination of innovative technical functionality and aesthetic design convinced the jury of the German Design Awards. The smart water sensor GROHE Sense measures room temperature and humidity and alerts homeowners in case of critical deviations. The intelligent "protector" GROHE Sense Guard detects unexpected leakage of water in the house and automatically turns off the water supply.

Winner in the "Fair and Exhibition" category: GROHE exhibition booth at the 2017 ISH





In the "Fair and Exhibition" category, GROHE is awarded a German Design Award for its impressive presence at the 2017 ISH in Frankfurt am Main, the world's leading trade fair for bathroom, construction, energy and air conditioning technologies as well as renewable energy. Under the motto "WATER. INTELLIGENCE. ENJOYMENT", GROHE presented itself as the industry's pioneering market leader and made the digital controllability of water accessible as an innovation in its own, spectacular exhibition hall. GROHE wins over the jury and receives a 2018 German Design Award with its expressive brand image and creative overall booth design concept.

Award winner in the "Corporate Identity" category: GROHE architectural solutions

For the publication series "GROHE Architekturlösungen", a supplement of the Deutsche BauZeitschrift (DBZ), a German construction publication, GROHE is awarded with another 2018 German Design Award. In each edition, special construction projects and the GROHE products installed within them are presented and questions about the architecture are answered. The publication is aimed primarily at architects, specialist planners, sanitary experts and topic-specific target groups. Since "GROHE Architekturlösungen" is one of the company's key communication tools and represents a respected brand value, GROHE wins in the category "Corporate Identity".

For more information, please visit grohe.com.

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 past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. 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".







LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at www.lixil.com

GROHE

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