

## PRESS RELEASE

# Fortune Magazine: GROHE the only German company to “Change the World”

- **Fortune names GROHE in its “Change the World” ranking – the only German company with this accolade**
- **The global ranking lists 50 companies that look for solutions to social issues**
- **GROHE’s sustainability efforts was a major driver in the jury’s decision**

**Dusseldorf, Germany, 18 September 2017:** The US business magazine Fortune has included GROHE, the world’s leading provider of sanitary fittings, in this year’s “Change the World” ranking. The list includes 50 international companies whose business strategies have a demonstrably positive impact on society. In their assessment, Fortune and its partners evaluated the quantifiable social benefit, economic viability and degree of innovation of different companies. GROHE is the only German company, and the only company in the sanitary industry, to be included in Fortune’s list.

### **Fortune: GROHE minimises water and energy usage as well as avoiding waste**

In its decision statement, Fortune explicitly commended GROHE’s extraordinary commitment to saving water and energy, as well as to avoiding waste. In particular, Fortune praised the recycling of 99 per cent of the water needed to manufacture GROHE kitchen and bathroom taps. The new Sense and Sense Guard smart home system – which permits early detection and prevention of water damage – was also deemed exceptional by Fortune. Another product specifically named in Fortune’s official decision statement is GROHE Blue, the kitchen tap that delivers delicious filtered water chilled to the perfect drinking temperature in three options – still, medium or sparkling – at the touch of a button. Compared to bottled mineral water, the system reduces CO<sub>2</sub> emissions by 60 per cent.

Pure Freude  
an Wasser



## Motivation and stimulus for GROHE

“We are overjoyed at this accolade and very proud. To be the only German company to appear in the international “Change the World” ranking is a great honour for us. Sustainability has always been an integral part of our company’s DNA. We will continue to contribute to sustainability with our innovative products and technologies, so that future generations will also have the opportunity to experience the ‘Pure Freude an Wasser’ without worries”, says GROHE CEO Michael Rauterkus. At the beginning of the year, the company was awarded the CSR Award of the German Federal Government for particularly sustainable business.

More information at

[fortune.com/change-the-world/grohe/](https://fortune.com/change-the-world/grohe/)  
[grohe.com/de/sustainability](https://grohe.com/de/sustainability)

## 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”. 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. All plants of the GROHE manufacturing network make use of high-precision production engineering to ensure compliance with consistently high GROHE standards. This way GROHE ensures that its products live up to the most uncompromising demands in terms of workmanship and functionality. Over the past ten years alone, the success of GROHE has been confirmed by more than 280 design and innovation awards as well as several top rankings as one of “Germany’s most sustainable major companies”. Numerous high-profile projects around the globe are fitted with GROHE products, testifying to architects’, designers’ and developers’ preference for the brand. GROHE is part of the LIXIL Group Corporation, a publicly listed company on the Tokyo Stock Exchange. LIXIL is the global market leader in the sanitary ware industry, managing a broad portfolio of well-known household brands such as GROHE, American Standard, and INAX. It is also Japan’s leading provider of housing and building materials, products and services.

## 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 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](http://www.lixil.com), [facebook.com/lixilgroup](https://facebook.com/lixilgroup) and [www.linkedin.com/company/lixil-group](https://www.linkedin.com/company/lixil-group).

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**GROHE**

Feldmühleplatz 15 • 40545 Düsseldorf, Germany • Telephone: +49(0)211/9130-3000 • [www.grohe.com](http://www.grohe.com)

**MEDIA CONTACT**

Chief Communications Officer

Thorsten Sperlich

E-Mail: [media@grohe.com](mailto:media@grohe.com)

Press Office

Edelman.ergo GmbH

Medienpark Kampnagel, Barmbeker Str. 4, 22303 Hamburg, Germany

tel: +49 (0)40 356 206 045

m: [grohe@edelmanergo.com](mailto:grohe@edelmanergo.com) | w: [www.edelmanergo.com](http://www.edelmanergo.com)