

PRESS INFORMATION

With GROHE, You Can Take a Shower Without Getting Wet

- GROHE opens with GROHE SPA the first flagship store in Asia – with a virtual showroom.
- GROHE shows how the purchase of a bathroom is done in the age of digitization.
- Visitors can try hundreds of products, virtually and three-dimensionally.

Düsseldorf, 18 April 2018: GROHE, the world's leading manufacturer of sanitary fittings, has opened its first flagship store in Asia. In the heart of Singapore's main shopping street, GROHE SPA aims to raise the bar in delighting and inspiring designers and consumers with a showroom of the most innovative GROHE water technologies. Covering about 600 square meters and two levels, visitors will discover everything about the award-winning GROHE collections and can experience first-hand what the company motto "Pure Freude an Wasser" (Pure Joy of Water) is all about.

Showroom Turned into Stage

"GROHE pursues the brand values of technology, quality, design and sustainability, seeking to develop new innovations that bring value to our customers," said Bijoy Mohan, CEO of LIXIL Asia. "In the same vein, we strive to up the ante on the retail front, making this showroom a stage where GROHE's advancements in water technology are brought to life in a realistic as well as virtual way. More importantly, we want to inspire and change the way consumers interact with our products."

Experiencing How Function and Design Come Together

GROHE SPA is equipped with smart technologies that help consumers and designers to better visualise and plan their selections. One of the store's highlights is the built-in Shower Configurator where the preferred shower system can be virtually selected. Putting on a "virtual reality" headset, visitors get the impression that they are actually in the shower of their choice. Customers can thus experience realistically how function and design come

Pure Freude
an Wasser



together and pre-select their preferences without getting wet. All in all, visitors to the flagship store can try hundreds of GROHE products virtually and in 3D.

Immediate Access to Product Information Via RFID and Smartphone

When walking through the flagship store, visitors also have the opportunity to tag GROHE products via their smartphone using RFID technology, then have the information they want sent to them by e-mail. Alternatively, they can also directly project their selections onto an interactive touchscreen display interface to better understand each product and view how these are used in hotel and housing projects around the world. Customers can also bring their own bathroom pictures and equip them with GROHE products using an app, to find out, for example, which type of fitting goes best with which shower. Using their smartphone and viewing a 360-degree photo, consumers will be able to see what that would look like. In addition, the redesigned bathroom is also virtually accessible with VR Goggles 3D glasses.

Experiencing Different Shower Sprays up Close

Customers who would rather experience real products also get their money's worth at GROHE SPA: To experience the different shower sprays, GROHE SPA features live water areas where visitors can experience first-hand [GROHE's DreamSpray® technology](#) that ensures utmost precision inside the showers and a uniform water distribution to each nozzle. Consumers can also try [GROHE's Minta Touch](#) in the live kitchen area where the tap can be turned on and off with a touch of the arm, always leaving the levers clean and hands free to handle food in the kitchen.

GROHE SPA Inspires with High Quality Luxury Bathtubs

GROHE collections and products are found in many of the world's most luxurious spas and hotels. With GROHE SPA, seven of these bathroom suites have been recreated, each of which tells a unique design story and testifies to the preference of architects, designers and developers for the GROHE brand. In the new flagship store, consumers can walk through the spas to get inspired and to learn more about the different products. The aim of the showroom is for visitors to create their own, very personal spas at home.

GROHE SPA, Shaw Centre, Scotts Road 1, Level 1 #01-04/05, Singapore

Opening hours: Daily from 11.00 am to 9.30 pm

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For more information, please visit https://www.grohe.sg/en_sg/.

Photos (source: GROHE)



Caption: The new flagship store GROHE SPA in Singapore has an interactive touch screen to learn more about the presented products – including how they are used in hotel and housing projects around the world.



Caption: The new flagship store GROHE SPA in Singapore uses "Virtual Reality" so that customers can experience their preferred showering system as realistically as possible before making a purchase.

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Caption: In the new GROHE SPA flagship store in Singapore, visitors can find out about the design inspiration of the award-winning GROHE collections in over 600 square meters.

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".

About LIXIL

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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