

## PRESS INFORMATION

### **Silver Society households on the increase: Future-ready bathrooms with the new GROHE Eurosmart**

- Forward-thinking bathroom design: Different Eurosmart lever variants serve the needs of consumers at different stages of life
- For those who need extra protection: GROHE SafeStop technology prevents burns
- Contemporary and timeless design that matches any style – today and tomorrow

Undoubtedly our society is changing – not only is the population constantly growing, but we are also getting increasingly older. By now, every second EU citizen has passed the age of 40.<sup>1</sup> Demographic change is challenging our entire society and forcing us to rethink – away from the previous anti-ageing mindset and toward a pro-ageing attitude to life. Growing older no longer means resting and standing still. The so-called ‘silver society’, the population over 60<sup>2</sup>, ages differently – they want to stay fit and actively shape their own life in the place where they feel safe and happy: at home.<sup>3</sup> GROHE has taken these insights into account when re-designing one of its bestseller products – the GROHE Eurosmart – to create an innovative, future-ready home.

#### **Support and comfort for everyday bathroom rituals at every stage of life**

Home is part of our identity, our safe place – being able to stay home in old ages comes along with well-being for consumers. The bathroom is essential in this respect as this is where very private moments take place. To be able to take care of personal hygiene at home is a major concern, especially for older generations. It gives the feeling of independence and freedom. One key to this is to start thinking about the right bathroom products early on, to be ready for tomorrow,

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<sup>1</sup> [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Median\\_age\\_of\\_population\\_2009\\_and\\_2019\\_\(years\).png](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Median_age_of_population_2009_and_2019_(years).png)

<sup>2</sup> [https://derinet.vontobel.com/CH/Download/AssetStore/c41311b5-be3b-447e-ad21-2c74780992c3/Presentation\\_Demographic\\_Opportunity\\_Silver\\_Society\\_EN.pdf](https://derinet.vontobel.com/CH/Download/AssetStore/c41311b5-be3b-447e-ad21-2c74780992c3/Presentation_Demographic_Opportunity_Silver_Society_EN.pdf)

<sup>3</sup> Studies show that four of five people want to stay at home when they are old (mh Plus Krankenhase, SDK: Studie 55+, Pflege im Alter (April 2019))

today. And contrary to expectations, age-friendly products do not have to look old-fashioned. The best example is the relaunched GROHE Eurosmart. The timeless design of the line very subtly addresses the special needs of bathroom care for the elderly or people with limited motor skills.

### **Diverse lever variants for diverse lifestyles**

GROHE ensures that the Eurosmart portfolio always grows in line with a changing society's requirements and that it keeps adapting to modern needs. This is shown by the different lever variants which directly relate to people's lives. The Eurosmart Loop lever, for example, offers important support for elderly people with limited motor skills since its cut-out center makes gripping easier. A big help for everyday bathroom rituals is also provided by a new pull-out spout variant which offers full flexibility and extra comfort. Consumers enjoy more room to manoeuvre – perfect for supporting and enhancing the daily washing routine.

“When we think about our customers of tomorrow, they are most likely approaching their ‘silver years’. While they are officially near or of retirement age, the modern seniors are fit and want products that support them with daily obstacles, even in 10-20 years when their vision decreases or their motor skills are less diminishing. So, we need to ask ourselves: How can we create beautiful products that are future-ready? Our GROHE Eurosmart has evolved with every generation and is a great example of how to react to changing needs with meaningful products,” says Jonas Brennwald, Leader LIXIL EMENA.

### **When safety plays a role**

In addition to comfort, safety also plays a special role when it comes to ageing. The Eurosmart SafeStop provides effective thermostatic protection by limiting the maximum hot water temperature to a preadjustable value. It ensures that the desired water temperature remains constant, and effectively shuts off the hot water if the cold water supply fails. Particularly important for facilities for children, senior citizens or people with restrictions in sensory or motor skills.

The combination of modern design, a high level of comfort, easy installation and the versatile options to choose from makes the Eurosmart faucet a real hero for the future-ready bathroom.

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Pure Freude  
an Wasser



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### **About GROHE**

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 7,000 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer "Pure Freude an Wasser", every GROHE product is based on the brand values of quality, technology, design and sustainability. Renowned highlights such as GROHE Eurosmart or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system underline the brand's profound expertise. Focused on customer needs, GROHE thus creates intelligent, life-enhancing and sustainable product solutions that offer relevant added value – and bear the "Made in Germany" seal of quality: R&D and design are firmly anchored as an integrated process in Germany. GROHE takes its corporate responsibility very seriously and focuses on a resource-saving value chain. Since April 2020, the sanitary brand has been producing CO<sub>2</sub>-neutral\* worldwide. GROHE has also set itself the goal of using plastic-free product packaging by 2021.

In the past ten years alone, more than 490 design and innovation awards as well as several sustainability awards confirmed GROHE's success. GROHE was the first in its industry to win the CSR Award of the German Federal Government and the German Sustainability Award 2021 in the categories "Resources" and "Design". As part of the sustainability and climate campaign "50 Sustainability & Climate Leaders" GROHE is also driving sustainable transformation.

\*includes CO<sub>2</sub> compensation projects, more on [green.grohe.com](https://www.green.grohe.com)

### **About LIXIL**

LIXIL (TSE Code 5938) 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. Approximately 55,000 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](https://www.lixil.com)

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