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an Wasser



PRESS INFORMATION

GROHE Inaugurates its North & West Africa Office and Seeks to Offer the Pure Joy of Water through Technology, Quality, Design and Sustainability in the African Continent

- GROHE opens its North & West Africa office in Casablanca, Morocco
- The new region will be led by Antoine Kaissar as Leader, North & West Africa, LIXIL EMENA

GROHE, the leading global brand for complete bathroom solutions and kitchen fittings, held a virtual event on the 24th of March to celebrate the opening of its North-West Africa Office in Casablanca, Morocco. The event was held on the GROHE X platform and was attended by members of the media, GROHE partners and employees from Morocco, Tunisia, Nigeria, and Ghana. The inauguration was led by Jonas Brennwald, Leader LIXIL EMENA, Co-CEO GROHE AG, Renu Misra, Leader MENA, LIXIL EMENA, and Antoine Kaissar, Leader North and West Africa, LIXIL EMENA. This new milestone marks GROHE's official entry into the African continent and will allow the company to create positive and sustainable change in the region through existing and upcoming programs and initiatives.

GROHE opens its North & West Africa office in Casablanca, Morocco

GROHE will be using its new office in Morocco as a home base to serve different markets in the region including Algeria, Tunisia, Ghana, Nigeria, Ivory Coast, and many other across North and West Africa. "Our aim is to establish GROHE as the preferred brand in the region: the recipe will not be the same for all countries as our customers' needs and preferences differ from one market to another. We will have to adopt an entrepreneurial and experimental mindset for our strategy to work. We will be establishing our positioning based on GROHE's core values which include outstanding and innovative technology, German perfectionism translated into quality, a coherent design language with a clear DNA and an unparalleled attention to sustainable solutions from production, to packaging and to the product's performance. Not just that, as we will also be introducing industry changing programs" said Renu Misra, Leader MENA, LIXIL EMENA.

GROHE will be working with industry changing programs to build the brand in North & West Africa:

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- GROHE X has enabled GROHE to connect with stakeholders in all countries. When borders have been closed and countries have been on lock down, GROHE was able to train installers through “how to videos” and launch its commercial strategy to the media and partners alike.
- The GIVE Program will not only help GROHE educate installers in the fitting of our products; it will also help installers increase their skillset and better income.
- And with the help of the student program, GROHE will convey new impulses and different mindsets that will broaden the brand’s understanding of local markets with fresh insights and knowledge.

The new region will be led by Antoine Kaissar as Leader, North & West Africa, LIXIL EMENA

Antione Kaissar highlighted the significance of establishing an office in the North & West Africa region as it is full of potential to create positive and sustainable change “This is a big day for us as we celebrate our new beginning in an important region of the world. We hope to play a role in its development and flourish through our knowledge and expertise in technology, quality, design, and sustainability.” Kaissar also discussed GROHE’s upcoming plans in the region which include introducing new products ranges catering to different markets and the customer’s needs, deploying different brand awareness activations, and developing programs around sustainability.

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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 CO₂-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 CO₂ compensation projects, more on [green.grohe.com](https://www.grohe.com/green)

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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

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