



## PRESS RELEASE

# **GROHE is the sanitary fittings brand most trusted by German consumers**

### **New study highlights consumer trust index**

German consumers have voted GROHE the sanitary fittings brand, which they trust most. This is the result of the new “Vertrauensranking” (“trust ranking”) study carried out by market research company ServiceValue GmbH in cooperation with German business weekly WirtschaftsWoche. A representative online survey was conducted to gauge consumers’ trust in specific German industries and companies. GROHE scored an excellent result – the world-leading supplier of sanitary fittings is trusted by more than 80 percent of German consumers, ranking the company at the top of the country’s sanitary products manufacturers.

Having scored a customer trust index, which is regarded as “very high”, GROHE is in third place among the totality of housing technology companies and a full four ranks ahead of its nearest rival from the sanitary products industry. Specifically, GROHE scored 24.1 percent more consumer votes than the relevant industry average of 56.4 percent.

“We view this resounding vote of confidence by consumers as a great honour and an inspiration at the same time,” said Michael Rauterkus, CEO of Grohe AG. “We will continue to deliver on our customers’ expectations by offering them products of the highest quality with innovative technologies and unique designs. Whenever consumers choose GROHE, we want them to be absolutely certain of making the right decision.”

Pure Freude an Wasser



20.11.2015

#### **About GROHE**

GROHE is the world's leading provider of sanitary fittings.

With its global GROHE brand, the company has relied on its brand values of technology, quality, design and sustainability for decades to deliver "Pure Freude an Wasser".

GROHE has a global workforce of around 6,000 people. There are about 2,400 employees working in Germany. GROHE runs three production plants in Germany as well as several plants in other markets. In 2014, the company generated consolidated sales of €1.2 billion with its comprehensive product portfolio for bathroom and kitchen. Some 85 percent of its sales are currently generated outside Germany.

GROHE was taken over by the LIXIL Group and the Development Bank of Japan in January 2014. The LIXIL Group is the global leader in the building materials and housing equipment industries. Since April 2015, GROHE is part of the global market leader LIXIL Water Technology that pools LIXIL's worldwide sanitary ware business in one single business unit with GROHE remaining an independent brand.

#### **GROHE**

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

#### **Media contact: HERING SCHUPPENER**

Unternehmensberatung für Kommunikation GmbH Berliner Allee 44 40212 Düsseldorf, Germany  
Phone: +49.(0)211.430 79-266/-289 E-Mail: [grohe@heringschuppener.com](mailto:grohe@heringschuppener.com)