

PRESS INFORMATION

Communication beyond the pandemic: The digital experience hub GROHE X turns hybrid

- Combining virtual event location, showroom, training center, communication and content hub, GROHE X inspires the sanitary community of the future
- In its first year GROHE X hosted approx. half a million visitors and won numerous awards
- GROHE introduces hybrid brand experience with new GROHE X Brand & Communication Experience Center and three GROHE X Motion Trucks

One year after the successful launch of GROHE X, the first digital content platform created by a brand in the sanitary industry, GROHE is expanding its brand experience into a hybrid format. GROHE X curates inspiration and information in 13 different languages – tailored to the interests of different target groups. This enables both end consumers as well as trade partners, installers, architects, designers and press members to create their own individual GROHE brand experience. As people are eager to engage in physical encounters again, GROHE X is expanding its digital community by introducing the GROHE X Brand & Communication Experience Center in Hemer, Germany, which combines a physical visitor facility and five state-of-the-art studios for training and content production as well as hybrid events. Three GROHE X Motion Trucks complement the cutting-edge brand experience by bringing it directly to the customer.

“For us, the pandemic was an accelerator of digitalization. We created a virtual environment where we could continue to interact with our customers. But the relationship with our partners is also based on the physical experience of our products and truly personal connections. With the new Brand & Communication Experience Center in Hemer, we are giving GROHE X a physical home. In addition, we now have our own studios there, where we can produce our content independently. As the last building block, we added our GROHE X Motion Trucks, which bring our brand physically to our partners. With GROHE X as a hybrid system, we can

play our part in building the sanitary industry community of the future. A community that is far-reaching yet closely connected,” says Jonas Brennwald, Leader LIXIL EMENA and Co-CEO Grohe AG.

The future is hybrid

Content for the various GROHE X formats is produced at the GROHE X Studios in the German town of Hemer, next to the LIXIL production site for GROHE’s premium fittings and the birthplace of the GROHE brand. Five different studios, the largest with over 200 sqm and equipped with the latest technology, provide the setting for varied content production, ranging from practical how-to installation videos to insightful panel talks. The studios are the heart of the new GROHE X Brand & Communication Experience Center, which invites visitors to experience the brand on site or take part in interactive training sessions.

The GROHE X Motion Trucks act as mobile satellite studios and are a bridge between the physical and the digital world. Each one includes a stage with a large LED screen, enabling local content to be pre-produced for or streamed live to the GROHE X platform. In addition, visitors can explore selected GROHE products both physically and virtually. For example, they can experience different 360-degree Living Spaces shown on GROHE X via immersive VR glasses.

The three 40-ton GROHE X Motion Trucks are all equipped with eight solar panels on the roof, generating electricity to support the power supply of the mobile brand experience unit. All remaining CO₂ emissions associated with the operation of the GROHE X Motion Trucks are offset.

Successful first year: Industry-wide recognition

In its first year, GROHE X has already inspired around half a million visitors online. In addition, the digital platform received multiple awards from renowned experts in the communications and marketing industry. Amongst other accolades, the experience hub was awarded the Red Dot Award for Brands & Communication Design 2021 in the category "Digital Solutions". It also took first place in "B2B Communications" as well as third place in "Content & Publishing" at the Digital Communications Awards 2021. Moreover, GROHE X won Gold in the category "B2B Websites" and Silver for "Special Events Corporate" at the Galaxy Awards 2021.

Pure Freude
an Wasser



Take a look behind the scenes of our new [GROHE X Studios](#) and our [GROHE X Brand & Communication Experience Center](#) in Hemer.

+++ For further information and press material, please see this [link](#). +++

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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.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

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