



PRESS RELEASE

Fresh inspiration for hotel interiors at Sleep 2015

Tenth edition of the event sees GROHE continue its role as the main sponsor

Once a year representatives of the international hotel industry converge on the British capital to seek inspiration and swap ideas. Staged at London's Business Design Centre on November 24th and 25th 2015, the tenth edition of Sleep sees GROHE, a founder member of the event, reprise its role as the main sponsor and showcase its latest offering for the hotel trade.

It is a necessity for hotel bathrooms to offer guests a welcoming space where they can relax and recharge their batteries. Apart from stylish design, factors such as comfort, longevity and sustainability play an important role. Drawing on its long-standing experience in partnering with architects on high-quality hotel projects, GROHE will exhibit a wide range of innovations for modern hotel bathrooms. For example new products such as the exclusive Grandera™ Collection in "Warm Sunset" rose gold and the GROHE Sensia® shower WC for the utmost in hygiene and comfort will be shown. Then there is the GROHE BestMatch™ tool, which assists planners in matching faucets to basins, complemented by a selection of particularly resource-efficient solutions. In addition, the exhibit introduces visitors to the manufacturer's current "Masters of Technology" ad campaign, which illustrates that progress and advancement at GROHE are firmly rooted in the company's history and tradition.

GROHE, once again, takes the advantage of interfacing with architects, designers, hoteliers and planners at this renowned London event. GROHE luxurious VIP Lounge returns, offering visitors an opportunity to relax while

Pure Freude an Wasser



touring the exhibition. In addition, GROHE will be in attendance when exceptional hotel projects will be singled out at the European Hotel Design Awards on the eve of the opening day.

An invaluable source of inspiration and an excellent platform for networking, the anniversary edition of Sleep will once again be an important innovation generator for the global hotel design community.

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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

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