

Pure Freude
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PRESS RELEASE

Elegance meets precision: GROHE relaunches its Atrio design

- GROHE will implement the design relaunch of the Atrio faucet series in April of 2018.
- The portfolio comprises more than 35 products and is available in two SPA colours and in Chrome¹.
- Atrio features a minimalist look and blends harmoniously into a wide variety of bathroom styles.

Düsseldorf, 16th of April 2018. With Atrio, GROHE relaunches the icon of elegance and precision and establishes a "piece of art" in the bathroom. The faucet's slim body has been reduced to its essentials, with the characteristic cross handles giving it an extravagant look. Hence, the timeless design of the new Atrio collection blends harmoniously into any individual bathroom style – whether it's contemporary with conventional aesthetics, classic in nostalgic decadence or minimalistic with the geometry of a cosmopolitan style. The timeless design offers architects, interior designers and creative premium bathroom planners as well as sophisticated consumers the opportunity to combine individual design options with international architectural trends and thus to stand out from the crowd.

Elegant design

Adapted to the highest design requirements, Atrio's coordinated design features a minimalist look, balanced proportions and pure cylindrical shapes, creating an arc of elegance and precision: the circle. The elegant faucet's body measures the same diameter from spout to bottom – a one-of-a-kind base in the industry. In total, the new Atrio series includes more than 35 products in an unified design, available in the two GROHE SPA colours SuperSteel and Brushed Hard Graphite as well as in Chrome². The faucet has ergonomic handles for manually mixing cold and hot water with each other: the signature cross handle and an elegant lever. The

¹ SPA Colours Brushed Nickel, Brushed Hard Graphite and Chrome in the US market

² In selected markets, the faucet is also available as joystick model, such as in Germany.

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handles with C and H markings regulate the water's volume and temperature. For absolute comfort, the handles can be rotated very easily and smoothly.

Precise technology

The revised design of the Atrio collection features not only elegant aesthetics, but also precise technology in highest engineering with quality "Made in Germany". All faucets use state-of-the-art GROHE cartridge technology. The integrated jet regulator ensures a constant and flat flow of water, which pleasantly encloses the hands during washing. The washbasin faucets are available as single-lever basin mixer, one-hole basin mixer with two handles and 3-hole basin mixer. The latter can be mounted on the washbasin's deck or on the wall.

GROHE's new range of Atrio faucets has been presented for the first time at the Kitchen & Bath Industry Show (KBIS) in Orlando from January 9th to 11th of 2018 and will be available starting in April of 2018.

For more information, please visit grohe.de.

About GROHE

GROHE is the world's leading provider of sanitary fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure joy of water". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL

LIXIL 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. Over 70,000 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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GROHE

Feldmühleplatz 15 • 40545 Düsseldorf • Germany • Phone: +49(0)211/9130-3030 • www.grohe.com

MEDIA CONTACT

Chief Communications Officer

Thorsten Sperlich

E-Mail: media@grohe.com

Press Office

Edelman.ergo GmbH

Medienpark Kampnagel, Barmbeker Str. 4, 22303 Hamburg, Germany

Phone: +49 (0)40 356 206 045 | Fax: +49 (0)40 372880

M: grohe@edelmanergo.com | W: www.edelmanergo.com