



THE GROHE YEAR 2018 IN PICTURES

JANUARY



GROHE inspires at the summit meeting of world market leaders, Germany's largest event of world market leaders, consultants and policy-makers.

FEBRUARY



The GROHE trucks, which are mobile showrooms and travel all over the world leaving a neutral CO₂ footprint, welcome the 100,000th visitor.

MARCH



The outdoor advertising campaign for the Sensia Arena shower toilet, the largest in GROHE's history, reaches millions of visitors at airports.

APRIL



Showcasing an impressive installation and a renovated showroom, GROHE presents itself and the new Atrio collection at the Fuorisalone in Milan, Italy.

MAY



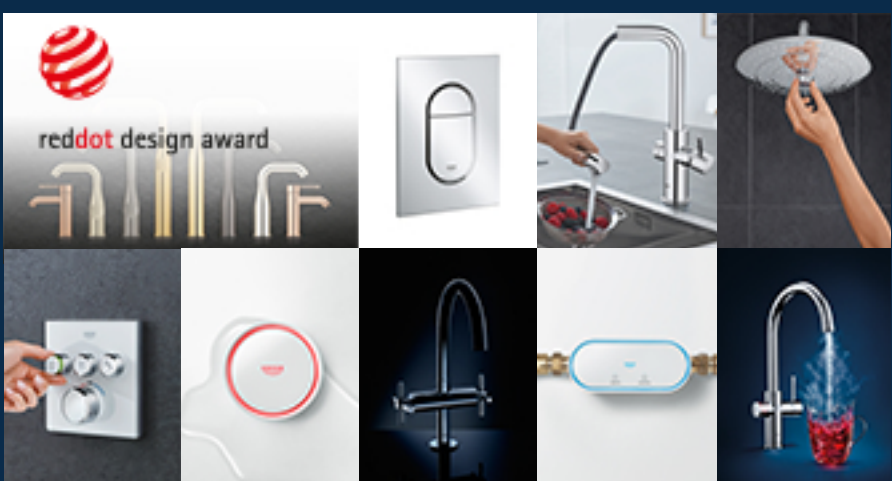
"Showering without Getting Wet" – GROHE opens the first flagship store with a virtual showroom in Asia.

JUNE



At the World Cup in Russia, GROHE provides all of the FIFA-certified arenas with products.

JULY



With 63 awards, 2018 is the year with the largest number of awards for GROHE. At the 2018 Red Dot Award alone GROHE broke all records, winning 9 awards.

AUGUST



GROHE offers the right mix for every shower experience, thanks to GROHE's new shower system Euphoria SmartControl.

SEPTEMBER



GROHE invests in innovations. The new research laboratory combines all skills at the Hemer site in Germany.

OCTOBER



Numerous GROHE employees have joined the LIXIL Community Day, making them part of the worldwide LIXIL Community Day movement.

NOVEMBER



Strategic alliances: partnership with IoT expert relayr, acquired by Munich Re in 2018, makes it possible to connect the GROHE Sense system even more flexibly to other IT ecosystems.

DECEMBER



2019 German Sustainability Award: GROHE is one of the top 3 of the "Most Sustainable Big Companies in Germany".