

– FACT SHEET –

## GROHE Sense and GROHE Sense Guard Water Security During the Holiday Season

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### Water Damage Is Much More Common Than You Think



If you are going on vacation, you are thinking about many things: What happens when somebody breaks into my house, a fire breaks out or a storm sets in? Those who want to avoid all the worrying do best by preparing everything well before starting their trip.

Many people are unaware of the fact that water leakage in their home poses a great risk. **Water leaks** are the **main cause** for home damage and are also responsible for the highest amount of damage.



- Although 49% of Europeans claim to shut off their washing machine's water supply and 45% even turn off their main water supply during a holiday trip,<sup>1</sup> **54% of households have already suffered a water damage incident.**<sup>2</sup>
- The resulting damage averaged around €2,297.<sup>3</sup>
- On average, only €1,404 were reimbursed by the insurance companies.<sup>4</sup>



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<sup>1</sup> The ConsumerView, January 2017, Quantitative Assessment Europe.

<sup>2</sup> The ConsumerView, January 2017, Quantitative Assessment Europe.

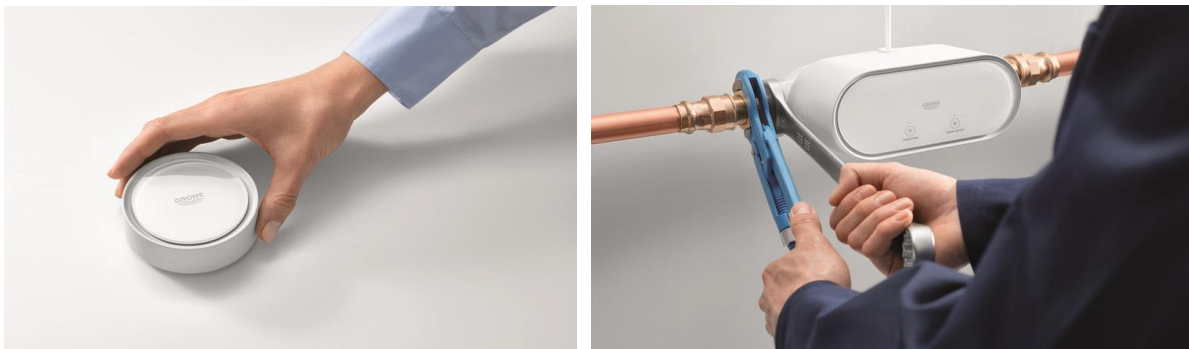
<sup>3</sup> Deutsche Versicherungen: <http://www.gdv.de/zahlen-fakten/schaden-und-unfallversicherung/wohngebaeudeversicherung>.

<sup>4</sup> The ConsumerView, January 2017, Quantitative Assessment Europe.

- Despite insurance coverage, 28% of households have to pay for the costs on their own.<sup>5</sup>
- 65% of all water damage incidents in Europe are caused by **burst pipes or micro leakages**.<sup>6</sup>
- This makes them a more likely cause for water damage than precipitation or flooding.
- The most important finding: **Up to 93% of all water damage incidents could have been prevented with a corresponding warning system.**<sup>7</sup>

## You Can Easily Protect Yourself from Water Damage!

With GROHE Sense and GROHE Sense Guard, GROHE offers a very simple solution for preventing water damage.



The GROHE Sense water sensor measures the room temperature and humidity, detects water retention and sends alerts when readings are abnormally high or low. GROHE Sense Guard goes one step further: Installed directly to the main water line, it can automatically turn off the water supply if, for example, a leak has been detected.



- The systems offer **reliable protection against water damage** and can be quickly and easily installed in any house.
- They are inconspicuous and fit **discreetly** into any living environment.
- They are **easy to set up**: handling is conveniently operated via the GROHE ONDUS app.
- They are **inexpensive** – compared to the expected spending in the event of a water damage incident.
- They ensure that homeowners are able to fall asleep without worrying and can go on vacation.

For more information, please visit [www.grohe.com](http://www.grohe.com).

<sup>5</sup> German insurance companies: <http://www.gdv.de/zahlen-fakten/schaden-und-unfallversicherung/wohngbaeudeversicherung>.

<sup>6</sup> The ConsumerView, May 2016, Quantitative Assessment Europe.

<sup>7</sup> ACE-Group: <http://www.businesswire.com/news/home/20110404007195/en/ACE-Private-Risk-Services-Study-Identifies-Type>.

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#### **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](http://www.lixil.com)

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