

– FACTSHEET WATER SECURITY EXPERT –

## BECOME A WATER SECURITY EXPERT WITH GROHE

New Opportunities for Customer Acquisition Thanks to GROHE Sense and Sense Guard

### A Security Advantage for Customers – a New Business Area for Installers

Although 54% of households have experienced water damage in their drinking water system at least once, the population has a relatively low level of awareness.<sup>1</sup> At the same time, in particular, the financial consequences may be similar to those of fire damage or burglary loss. Nowadays, alarm systems and fire alarms are standard in most homes, but water security systems are not yet part of a large number of households.



Therefore, in addition to the usual repair services for water damage, it makes sense for installers to offer their customers [a warning system that protects against future leaks](#).

The intelligent system of GROHE [Sense](#) and [GROHE Sense Guard](#) offers many advantages:



- Both products represent a complete water security system for the protection of homes.
- They are low maintenance and easy to install.
- When recommended, the installer will excel as an expert in smart home technologies and water security.

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

## Attractive Introductory Offer



GROHE is offering an [attractive starter set](#) consisting of a [water security kit in a practical case](#). Thus, in the event of a water damage incident, the installer has immediate access to the products which can, for example, be stored in the car, and can directly install them at the customer's home. If questions arise during installation or wireless connection while being at the work site, a specific GROHE support hotline offers help.

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## With GROHE's Online Training, Installers Become Water Security Experts

The water security expert training under [training.grohe.com](#) informs installers about the dangers of water damage. It provides [background information](#) and [valuable facts](#) about water security in homes. This gives installers comprehensive knowledge of all aspects of water security and prepares them for expert advice. An additional advantage: The installer can optimally expand his business area.



In addition, brochures with information for the installer as well as for the customer are available.

Consumer surveys have shown that the interest in products that protect against water damage is huge: [73% of all surveyed households stated that they are interested in such solutions.](#)<sup>2</sup> With the appropriate expertise, installers are well prepared to meet the increasing demand.

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<sup>2</sup> The ConsumerView, May 2016, Quantitative Assessment Europe.

## The Advantages for Installation Companies at a Glance



- Online training and information materials help to expand their product knowledge and provide helpful sales rationale.
- On the GROHE website installer companies are registered as water security experts.
- There they will be permanently classified as GROHE water security experts and quickly found by consumers.
- This way consumers can directly get in touch with installer companies regarding the protection against water damage – and businesses can gain new customers.
- Participation in the water security expert programme is therefore a worthwhile investment for any installer company.

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### This Is How Interested Companies Can Participate:

The local GROHE partners are available for all information about the starter programme.



Weitere Informationen unter: [www.grohe.de](http://www.grohe.de)

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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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