

## PRESS INFORMATION

### Record year for GROHE Design

- **More than 60 Design Awards in 2017**
- **Twelve design awards have been received so far in 2018**
- **Among the awards: five Red Dot Design Awards (Europe), three Good Design Awards (Japan) and the International Design Excellence Award (USA)**

**Dusseldorf, 09. February 2018:** GROHE received 62 design awards last year – more than ever before in the history of the world's leading manufacturer of sanitary fittings. In 2018 the award-winning series continues with a total of five for the innovative water security system GROHE Sense and GROHE Sense Guard. Thus far in 2018 twelve awards have been received already on pace for another record.

### GROHE Blue Home received in 2017 the most design awards at GROHE

With eleven awards in 2017, the new GROHE Blue Home tap water system was the most successful. Most importantly, all new GROHE product innovations continue to receive a record number of accolades: GROHE Blue Home, the Sensia Arena shower toilet, the SmartControl Concealed shower system, the minimalist Lineare bathroom faucet, the delicately designed Essence kitchen faucet and the smart GROHE Sense and GROHE Sense Guard water security system. In total, GROHE has successfully participated in 17 international design competitions during 2017.

### A Proof of the Leading Market Position Within the Sanitary Industry

As part of the international [Red Dot Design Competition](#) GROHE received five of the prestigious awards last year, including GROHE Blue Home and Sensia Arena, among others. The competition is organised by the Design-Zentrum Nordrhein-Westfalen e.V. in Germany and honours the best products of the year. Designers and manufacturers from all over the world submit their products. A jury of 40 experts assesses the submissions on the

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basis of criteria such as degree of innovation, functionality, ergonomics, longevity and ecological compatibility. GROHE succeeded five times as well at the disposition of the [IF Design Awards](#): GROHE received awards among others for GROHE Blue Home, Smart Control and GROHE Sensia Arena.

### **Iconic Awards 2017: Nine Awards for GROHE**

At the international architecture and design competition [Iconic Award](#), GROHE was also extremely successful: At the ceremony in Munich, GROHE received a total of nine of the coveted awards. GROHE Blue Home, Concetto Professional and the Euphoria 260 head shower received the “Best of Best” Iconic Award in the “Product” category. The publication series “GROHE Architekturlösungen”, a supplement of the German construction periodical “Deutsche BauZeitschrift” (DBZ), and GROHE's impressive booth at the 2017 ISH in Frankfurt am Main, the world's leading trade fair for bathroom, building, energy, and air climate technology as well as renewable energy, were also awarded. Additional prizes went to Linear, Essence Professional, Smart Control Concealed and Sense and Sense Guard.

### **GROHE's Water Safety System Impresses with its Innovation, Technology and Aesthetics**

With the intelligent water security system, GROHE also won over the jury of the [German Design Awards](#) last year. Sense and Sense Guard received two awards in the “Building and Elements” category. Above all, the combination of innovative technical features and aesthetic design impressed the jurors. The official award ceremony will take place on February 9th in Frankfurt am Main.

### **Great Success in Asia and the US**

In the US, GROHE received the prestigious [International Design Excellence Award](#) (IDEA) for GROHE Blue Home. And eight times, the Chicago Athenaeum Museum of Architecture and Design presented GROHE its [Good Design](#) award in the bathroom, kitchen and building materials categories. In Hong Kong, GROHE was able to score at the [Design for Asia](#)

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awards with its Lineare bathroom faucets and Concetto Professional kitchen faucet. Both products as well as Sense and Sense Guard also won over the jury of the Good Design Awards, which is awarded by the Japan Institute of Design Promotion.

### **Overall Customer Experience Comes to the Fore**

GROHE values the empathetic, aesthetic and high-quality design of its products. Under the direction of Michael Seum, Vice President Design at GROHE, a team of 20 international designers develop all ideas in-house. GROHE attaches great importance to the fact that design is a strategic driver of the creative and entrepreneurial spirit in the company. The high standard is not limited to the products but extends to all areas of the customer experience – whether on the packaging, user interaction or retail and showroom environments.

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

### **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 last ten years alone, GROHE has received over 300 design and innovation awards as well as several top rankings as one of "Germany's most sustainable large brands", confirming the success of the brand. 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 Corporation**

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for houses and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, INAX, GROHE, American Standard, and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are. Learn more at [www.lixil.com](http://www.lixil.com), [facebook.com/lixilgroup](https://facebook.com/lixilgroup) and [www.linkedin.com/company/lixil-group](https://www.linkedin.com/company/lixil-group).

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