

PRESS RELEASE

GROHE Turns Installers into Water Security Experts

- GROHE launches wide-ranging water security expert programme
- Homeowners underestimate risks from water damage
- Online training for installers provides sales rationale

Düsseldorf, 15 June 2018. 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.¹ 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. GROHE, the world's leading manufacturer of sanitary fittings, has developed with GROHE Sense and GROHE Sense Guard two product solutions that should not be missing in any property. The intelligent GROHE Sense system monitors moisture, detects water leaks, warns residents immediately and automatically cuts off the water supply.

Now, with an exclusive programme consisting of attractive offers and comprehensive online training, the global brand offers installers the opportunity to train to become water security experts and open up further sales opportunities.

New Business Area with GROHE

In order to make GROHE Sense and GROHE Sense Guard more tangible for installers and therefore profitable, GROHE has developed a comprehensive range across its preventative smart home solutions: 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. The brand also supports thematic- and product-oriented training. The installation of GROHE Sense and GROHE Sense Guard is explained in detail with

¹ The ConsumerView, January 2017, Quantitative Assessment Europe.

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videos and instructions. In addition, for later discussions with customers, a wide range of consulting services can be established by using further articles on water security systems. Many helpful facts about the prevention of water damage provide expertise and build trust on the part of the customer. The online training is available to all installers free of charge at training.grohe.com. Additionally, brochures with information for the installer and also for the customer are available.

Installers participating in the starter programme will be registered as water security experts at the GROHE platform find-installer.grohe.com. Once consumers search for qualified personnel on this website, ones within their region will be displayed.

Innovative Products for a Smart Home

GROHE's intelligent water security system consists of two products that prevent one drop from becoming a flood. GROHE Sense is a reliable water sensor: Simply placed on the floor, it can detect water build-ups thanks to sensors on its bottom side. As soon as they come into contact with water because of, for example, a leak or water damage, GROHE Sense not only sends out warning signals but also alerts homeowners via its app. The sensor also measures the room temperature to protect against the risk of frost and humidity to prevent mould. Professionally attached to the main water line of a home, GROHE Sense Guard acts as a smart control unit. It measures the system temperature to indicate a risk of frost or detects leaks and stops the water supply automatically. Regular micro leakage tests, which are performed once every 24 hours, also detect droplet leaks in the cold-water line. The innovative GROHE Sense water security system is based on industry-standard Wi-Fi technology and is controlled via the GROHE ONDUS app. This app is the centrepiece. It offers the highest level of security and ensures that GROHE Sense and GROHE Sense Guard can be monitored and controlled anywhere and at any time.

For more information, please visit www.grohe.com

Interested companies that would like further information about participating in the starter programme can reach out to their respective local GROHE partners.

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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

GROHE

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