

## PRESS INFORMATION

# GROHE Ceramics Lines – the Perfect Match for the Perfect Oasis of Well-being in the Bathroom

- GROHE is a full-service supplier of harmoniously designed complete bathroom solutions
- Cube, Euro and Bau are perfectly designed to match the most popular GROHE faucets series
- Innovative features for more comfort, longevity and hygiene

**Düsseldorf, 13 June 2018.** Design from a single source: Thanks to the GROHE ceramics lines Cube Ceramic, Euro Ceramic and Bau Ceramic, every bathroom now becomes a harmoniously coordinated oasis of well-being. From washbasins in different sizes to bidets and toilets, GROHE offers a comprehensive assortment of bathroom ceramics that will suit every style and perfectly match GROHE faucets, toilet flush plates and accessories. With these fully integrated solutions, the world's leading provider of sanitary fittings and full-service supplier simplifies the search for the PerfectMatch in the bathroom, drawing on LIXIL's decades of know-how in this category. Thanks to innovative technologies, GROHE ceramics are characterised by maximum hygiene, longevity and comfort – an excellent combination of form and function.

### **GROHE Cube – a Distinct Style Statement**

With its angularly shaped and minimalist design, the ceramic line Cube Ceramic transforms every bathroom into an urban place of relaxation. The washbasins, toilets and bidets with clean lines and right angles match the geometric faucets of the Eurocube, Linear, Allure and Allure Brilliant lines, the Skate Cosmopolitan toilet flush plates and the Selection Cube accessories. Featuring a look of contemporary forms inspired by Cubism, this ceramic line creates a luxurious retreat in everyday life. Cube Ceramic washbasins are available as extra-wide models and chic wash bowls. In addition, the line offers a hand basin with a shallower depth. The toilets are available in

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either wall-mounted or floor-standing styles – always with perfectly balanced proportions to the seat.

### **GROHE Euro – Features Flowing Lines**

Whether a compact or a family bathroom, with its flowing lines, GROHE's Euro Ceramic suits all bathroom sizes and meets every style preference. The Eurosmart and Eurostyle as well as Eurosmart Cosmopolitan and Eurostyle Cosmopolitan series' faucets, toilet flush plates and the essentials accessories go well with this line. The collection combines excellent performance with an attractive price and includes everything needed for the perfect bathroom design. An advantage, especially for small bathrooms, is that the compact Euro Ceramic toilet uses space extremely efficiently.

### **GROHE Bau – Timeless Elegance for Every Bathroom**

The third GROHE ceramic line, Bau Ceramic, blends harmoniously into any bathroom ambience. It features a timeless look with soft, rounded shapes. Bau Ceramic's slim style makes it the perfect choice for discreetly designed bathrooms. Hence, the line is an all-rounder with state-of-the-art technology at an attractive price. Bau Ceramic is designed so that it can be used not only in residential buildings, but also in project business, for example in hotels or public institutions. The ceramics can be perfectly combined with faucets of the GROHE line Bau, Nova Cosmopolitan toilet flush plates and Bau Cosmopolitan accessories.

### **Deep Cleansing Hygiene Thanks to Innovative Features**

All three ceramics lines come with a rimless flushing technology. Thus, bacteria can no longer settle in angles and corners under the rim. Another highlight is the Quick Release technology, with which the seat can be easily removed in one simple step, helping to clean even under unpleasant hinges. The Soft Close technique makes the seat and the lid close softly. The Euro and Cube lines offer even more extras: Unlike conventional toilets, GROHE's innovative Triple Vortex system creates a powerful water vortex that flushes and thoroughly cleans the entire ceramic surface. This highly effective flush needs less water: The large flush requires five litres

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of water; the small flush only three litres. The Triple Vortex system has not just one or two inlets, but three, providing a powerful flush without any residues. Thanks to GROHE PureGuard, Euro Ceramic and Cube Ceramic are equipped with a durable and permanently shiny finish. Special ions with an antibacterial effect prevent bacterial growth and ensure that the ceramic surfaces remain clean and germ-free. The smooth PureGuard surface is easy to clean and also prevents lime and dirt from settling.

For more information, please visit [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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