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## PRESS INFORMATION

### **With Euro Ceramic, GROHE Brings Perfectly Coordinated Design into the Bathroom**

- GROHE positions itself as a full-service provider for the bathroom
- PerfectMatch in form and function thanks to ceramic expertise provided by synergies with LIXIL
- Triple Vortex flush cleans hygienically and quietly
- Excellent performance at an attractive price for private and project use

**Düsseldorf, XX June 2018.** With its flowing lines, GROHE's Euro Ceramic creates a relaxed wellness atmosphere in the bathroom and meets individual style requirements. Following the success of Bau Ceramic, GROHE has introduced a second ceramic line with Euro Ceramic, thereby positioning itself as a full-service provider for the bathroom. As part of the globally connected LIXIL family, GROHE benefits from extensive expertise in all areas of bathroom equipment: inspiration from the centuries-old Japanese bathing culture as well as decades of experience in bathroom ceramics characterise GROHE as a partner for harmonious bathroom design from a single source.

With their unique, flowing design, the GROHE design team tailored the products of the Euro Ceramic line precisely to match the faucets of the Eurosmart and Eurostyle as well as the Eurosmart Cosmopolitan and Eurostyle Cosmopolitan lines – a perfect combination of form and function in proven quality. The collection combines excellent performance at an attractive price and includes everything needed for the perfect bathroom design. An advantage especially for small bathrooms: The compact toilet of Euro Ceramic makes the most efficient use of the space.

#### **PerfectMatch: Individual Customer Consultation Directly on the Screen**

As a full-service provider, GROHE offers holistic PerfectMatch solutions for the bathroom of which specialist retailers benefit in particular: Product selection and bathroom design are simplified, and individual customer requirements can be met with a perfectly coordinated solution in a unique GROHE design – from a single source, from the base to its finish. GROHE simplifies the selection

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for the customer directly on the screen: Online, the various combinations of GROHE faucets and matching GROHE ceramic products can be easily illustrated using the slider display. If the customer has found the perfect combination, a separate page displays the product information. All information can be printed directly and is available for download.

### **Innovative Technologies for an Optimal Hygienic Feeling**

Innovative technologies of the faucets and ceramic products of the Euro lines guarantee maximum hygiene and maximum comfort for the consumer. During the development process of the new product lines the focus was on the high-quality toilets, whose features stand out in the competitive environment. These include, as standard, rimless flushing technology and a toilet seat that closes gently and quietly and can be easily released from the toilet. As a result, the toilets are particularly easy to clean, and the PureGuard hygiene surface also prevents bacterial growth in corners and crevices thanks to special ions. In addition, the Euro Ceramic toilets come with a triple vortex flush, in which three water inlets create a vortex that optimally cleans the entire interior basin. This type of cleaning is significantly quieter than traditional toilets.

Since January 2018, the washbasins, toilets, and bidets of the Euro Ceramic lines have been available on the EMENA market and in stock. The GROHE ceramics website <http://ceramics.grohe.com> contains all relevant product and planning data as well as BIM data, product information, videos, and photos of all GROHE ceramic products for download.

### **Bau Ceramic, Euro Ceramic and Cube Ceramic – PerfectMatch Solutions from a Single Source**

With its ceramics lines Cube Ceramic, Euro Ceramic and Bau Ceramic, GROHE has become a full-service bathroom supplier creating the perfect combination of design and functionality. 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. Above all, partners who want to serve their customers' individual wishes with PerfectMatch solutions from a single source benefit from the fully integrated ceramics lines.

Thanks to innovative technologies, GROHE ceramics are characterised by maximum hygiene, longevity and comfort – an excellent combination of form and function. Euro Ceramic features a modern style and flowing lines. With its geometric and clean lines, Cube Ceramic highlights the

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contemporary bathroom's luxury and exudes sophisticated elegance. Bau Ceramic blends harmoniously into any bathroom ambience and strikes with a timeless look and soft, rounded shapes.

Visit [grohe.com](https://www.grohe.com) for more information and combination suggestions.

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

#### **GROHE**

Feldmühleplatz 15 • 40545 Düsseldorf • Germany • Phone: +49(0)211/9130-3030 • [www.grohe.com](https://www.grohe.com)

#### **MEDIA CONTACT**

Thorsten Sperlich  
Chief Communications Officer  
E-Mail: [media@grohe.com](mailto:media@grohe.com)

#### **Press Office**

Edelman.ergo GmbH  
Medienpark Kampnagel, Barmbeker Str. 4, 22303 Hamburg, Germany  
Phone: +49 (0)40 356 206 045 | Fax: +49 (0)40 372880  
M: [grohe@edelmanergo.com](mailto:grohe@edelmanergo.com) | W: [www.edelmanergo.com](https://www.edelmanergo.com)