

PRESS RELEASE

GROHE Expands Its Brand Services into a New Training and Service Center in The Kingdom

GROHE's new center offers a one-of-a-kind experience by providing a life-long learning journey

Saudi Arabia, August xx, 2022 – For long, GROHE has been the leading global brand for complete bathroom solutions and kitchen fittings. Maintaining this leadership position requires not only a constant advancement of products' features and technologies, but also and most importantly the personal and professional development of the brand's people. For this reason, GROHE launched its new training and service center in Saudi Arabia, a source of expert knowledge on the latest technologies and products in the sanitary systems, fully dedicated to providing the best training solutions and after sales services for its employees and customers.

The new center is located in Jeddah with around 160 square-meters of floor space, equipped with state-of-the-art technology and complemented with top-notch logistics operations to serve GROHE customers' and partners' needs even better. From theoretical training with live maintenance and repair demonstration to technical and hands-on experience, as well as spare parts sale and warranty and non-warranty service, GROHE has developed a fully functional environment where customers, installers, plumbers, and service providers, can benefit from the global brand's extensive expertise.

“At GROHE, we work towards the same purpose: Making better homes a reality for everyone, everywhere,” said Fawzi Dernaika, Leader, KSA MENA, LIXIL EMENA. “With our newly launched center, we are moving one step ahead to achieve this purpose and a life-long learning journey. A branch fully dedicated to providing you with best products solutions, specifically tailored to our customers' personal needs. When it comes to the training sessions, we focus on product, people, and infrastructure to ensure an integrated approach that benefits both our service providers and customers” added Dernaika.

“We are thrilled about the addition of the new center in the Kingdom. Complementing production with after sales operations and trainings, we are equipped for the future,” said Kristine Skauge, Leader, Marketing MENA, LIXIL EMENA. “We strive for an excellence that goes way beyond the surface of our products. In fact, from design to production and customer service we aim for nothing less than perfection at every stage.” Skauge noted.

As a pioneer in the sanitary industry, GROHE's continuous commitment to bringing new solutions to consumers is an indication of the company's efforts to become a leader of change and set real milestones for future living concepts and improve sanitation for millions around the world.



About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability. Portfolio highlights such as the GROHE Eurosmart line or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system are the perfect embodiment of these values. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. To make every day work easier for its professional partners, the brand also offers a comprehensive range of services, including the GROHE + loyalty program and GIVE – a training program for the next generation of installers.

With water at the core of its business, GROHE contributes to LIXIL's corporate responsibility strategy with a resource-saving value chain: from CO2-neutral* production, water- and energy-saving product technologies, the removal of unnecessary plastic in the product packaging, all the way to the launch of Cradle to Cradle Certified® products. With the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the brand experience hub, physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to enhance LIXIL's purpose to "make better homes a reality for everyone, everywhere".

* includes CO2 compensation projects, more on [green.grohe.com](https://www.green.grohe.com)

About LIXIL

LIXIL (TSE Code 5938) makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to produce 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. Approximately 55,000 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

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