

Pure Freude
an Wasser



GROHE PRODUCTS AT WORLD ARCHITECTURE FESTIVAL

With its sustainable and intelligent product solutions,
GROHE is supporting architects and designers all over the world.

GROHE Icon 3D

GROHE Icon 3D is GROHE's first line of 3D metal-printed faucets – a reinterpretation of its existing collections Atrio and Allure Brilliant. Known for innovation and technology leadership, the global brand embraces the still-emerging technology of 3D metal-printing to push the boundaries of technology and design by creating shapes which didn't seem possible in the past. The ultra-thin spout of the GROHE Atrio Icon 3D and the hollow interior of GROHE Allure Brilliant Icon 3D make the water flow look like a magical, optical illusion. This radical reduction of the design to an absolute minimum not only saves valuable resources, but also offers a new interactive experience of water.

Another plus: This production method offers the option to design faucets in small quantities according to the wishes of the customers. There are no limits set for individual personalisation.



GROHE Plus

The bathroom becomes smart – as in many other areas of our life, intelligent technologies make for a more convenient, simplified daily routine and increase the quality of life for the user. With GROHE Plus, the global brand for complete bathroom solutions will introduce a smart faucet within its GROHE Plus line, which provides exact water degree control thanks to a precise temperature indicator. This allows users to tailor the water temperature precisely to their needs, making it a feature that not only ensures maximum safety, but is also sustainable. In addition, it sensitizes users to the exact water temperature and makes them aware of how often hot water is unnecessarily used. This promotes the responsible use of water as a valuable resource and saves water and energy. At the same time, GROHE Plus features a bold, geometric D-shaped design that fits both round and square bathroom collections.

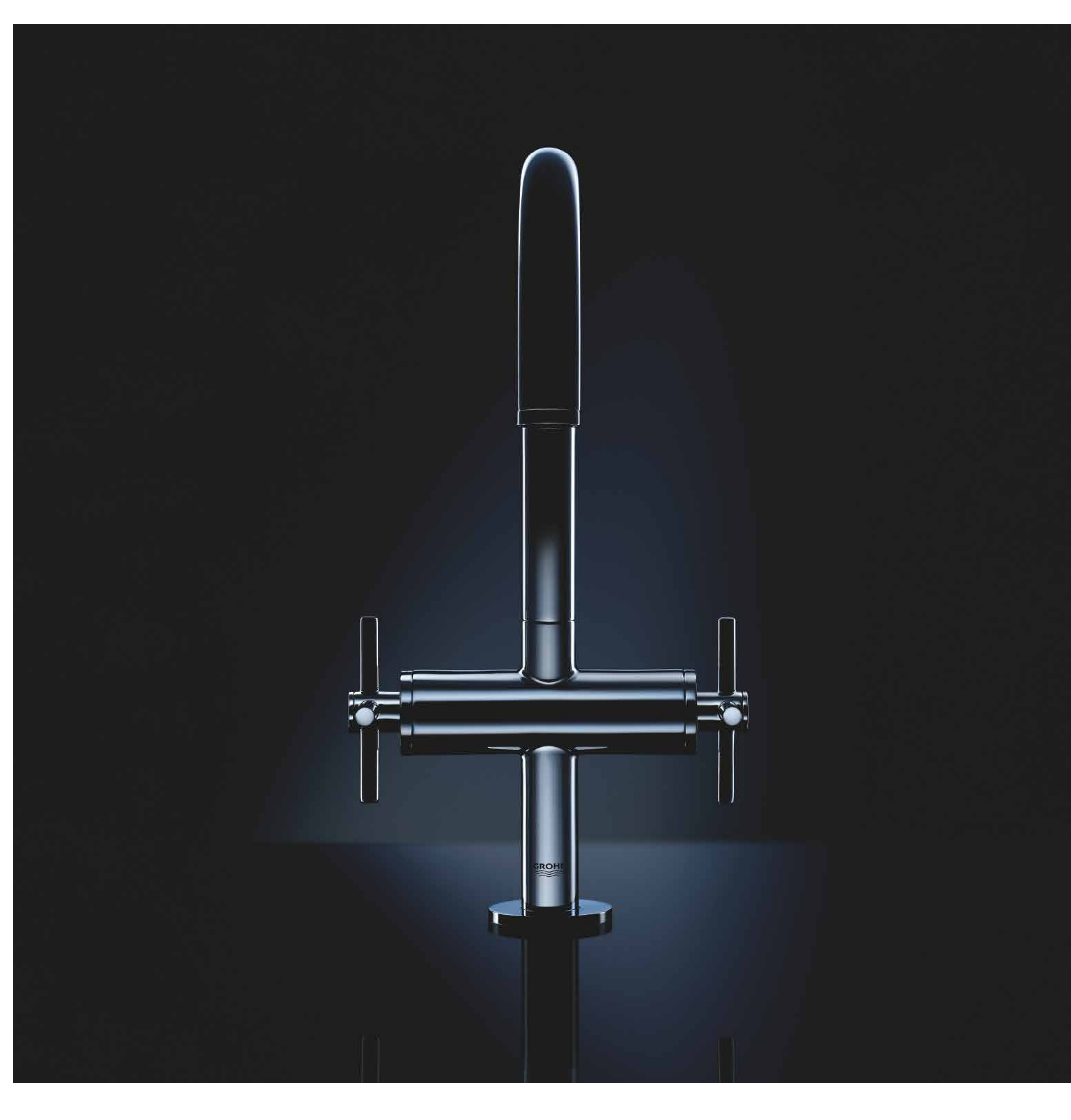
GROHE Atrio

The paring back to the essentials gives GROHE Atrio a timeless elegance. Its sleek, cylindrical form is the same diameter from the base to the top, while the spout itself curves in the perfect arc of a semi circle, every element complementing each other to create a powerful single visual statement. Precise detailing informs the design both inside and out, with architectural attention paid to achieving balanced proportions and clean intersections.

Crafted with care and hand-assembled, Atrio meets the highest standards of engineering and performance that GROHE is famous for.

Each item in the Atrio collection is available in a choice of five colors and different size options offering the adaptability to meet the demands of personal taste that make it suited to every scale of design scheme.

Equipped with GROHE EcoJoy flow limiter the GROHE Atrio washbasin faucets do only use 5,7l water per minute. By using this technology, a family of four can save up to 31.412l water per year.



GROHE Colors Collection

The perception of the bathroom has changed dramatically in recent years. Formerly a functional space that focused on personal hygiene, the bathroom has become increasingly more important as a tranquil retreat. In addition, the boundaries between the individual living areas are blurring more and more: The bathroom opens up and becomes a living space, turning bathroom products into furnishing items. This is accompanied by the increased desire of customers to design this area according to their personal taste and to reflect the design concept of the entire living space. With a perfect unity of harmoniously matched elements, the bathroom becomes a statement of style. Colors set individual accents that decisively influence the atmosphere of the room. With the GROHE Colors Collection, GROHE offers maximum freedom of choice: from faucets to shower systems to flush plates and accessories, GROHE offers a comprehensive product portfolio in ten different color and finish options for a coordinated bathroom concept without limits.

Aesthetics and function form a perfect unity in the GROHE Colors Collection. The colors have an outstanding quality thanks to the innovative PVD (Physical Vapor Deposition) manufacturing process. It ensures a broader range of colors while at the same time making it possible that the finishes are three times harder and ten times more scratch-resistant than galvanized finishes.

GROHE SmartControl

Enjoy a personalized and luxurious shower experience every day. The innovative shower control GROHE SmartControl lets the user adjust the volume and temperature effortlessly, as well as selecting the preferred spray and switching between head and hand shower. Operation is simple and easy – simply push to start and stop, then turn to adjust the water volume gradually – from eco to full flow. The SmartControl control unit is supplied with clearly and easily recognizable symbols for the different shower or bath options, that's why every user, age-independent, can easily use this shower control. After switching off the water, the system automatically saves the preferred water volume.

GROHE has a range of installation solutions to suit all your needs: SmartControl exposed and reduced to the max as a concealed version installed behind the wall for a clean, minimalistic look and more freedom of space.

The SmartControl wall plates are available in round and square design as well as in all GROHE Colors and in MoonWhite with acrylic glass.



GROHE Essence Ceramics

Reduced to its essentials and yet hard to beat in terms of aesthetics: lusciously curved, organic forms, slim and highly functional. Based on the reduction to pure elegance, a bathroom design line has been created that exposes the beauty of ceramics presented in its purest form – Grohe Essence. The washbasins and vessel basins as well as toilets and bidets feature natural, delicate lines. As a full bathroom solutions supplier, GROHE also offers bathtubs as part of the new Essence ceramic, completing its product portfolio.

Essence complements the existing GROHE Bau, GROHE Cube and GROHE Euro ceramic lines. The four design lines, each having their own distinctive character, meet everyone's taste: whether it's the natural elegance of Essence, the geometric minimalism of Cube, the flowing lines of Euro or the universal look of Bau. Another plus: Each of the GROHE bathroom ceramic products harmonises perfectly with the most popular GROHE faucet lines.

GROHE Blue

GROHE Blue Home is a stunning statement piece in the kitchen. Still, medium or sparkling water that is tasty, can be poured, filtered and chilled to the optimum drinking temperature directly from a striking kitchen faucet. The slim faucets feature intuitive, colour-illuminated touch activation. In addition to its previous Blue Home model, GROHE now also offers a version with a retractable hose. And thanks to the GROHE ONDUS app, users are directly notified when the filter or CO2 tank needs to be replaced. The app also ensures easy handling when reordering at the GROHE Blue online store.

GROHE Blue Professional offers chilled and filtered water enjoyment straight from the kitchen faucet to small or medium-sized office kitchenettes. It is extremely compact and fits into all kitchenettes since the cooler already fits into a standard kitchen cabinet.

Even the sustainable aspects of GROHE Blue are very convincing. According to a study by the university of Goettingen, Germany GROHE Blue saves up to 60% CO2 compared to bottled water. Above this, a family of four can save 780 plastic bottles per year.



GROHE Red

The time-consuming boiling of water has now become a thing of the past! Hot water for brewing coffee and tea or for cooking pasta – at any time, simply by pushing a button directly from the kitchen tap: The GROHE Red water system quickly delivers filtered water at a temperature of up to 100°C and puts an end to frustrating waiting time. It is not only easy to operate, but also very safe. The cup can be filled directly from the kitchen tap without any worry of getting burnt: The built-in spray regulator is patented and guarantees a constant boiling water stream without dangerous splashes.

Above this, GROHE Red has a low energy consumption thanks to water heating energy efficiency class A.

GROHE

Feldmühleplatz 15 | 40545 Düsseldorf
Tel.: +49 (0) 211/9130-3030 | www.grohe.com

MEDIENKONTAKT

Sarah Bagherzadegan | Communications Manager
E-Mail: media@grohe.com

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