

PRESS RELEASE

Dubai Can initiative: GROHE refreshes leading hotel and office block with chilled sparkling and still water on demand

Dubai Can is a city-wide sustainability movement that has reduced the use of an equivalent of more than 3.5 million 500 ml single-use plastic water bottles since its launch in February.

Dubai, UAE; 20th October 2022: As part of the Dubai Can sustainability initiative, GROHE has installed its first Blue water system for public use at the Media One Hotel and Offices in Dubai Media City. His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai launched Dubai Can to change mindsets in how the city's residents and visitors view sustainability, starting the transformation at the individual level and then progressing to the level of community, city, nation, and beyond.

Deniz Akkaya, Leader Projects MENA, LIXIL EMENA, said: "Strong public-private partnerships are essential to realising the Dubai Sustainability Strategy, making Dubai one of the world's best places to live and work. As a sustainability champion, GROHE is committed to caring for the environment and saving its precious water resources, one glass at a time.

Pablo Perez, Leader of Product Management – Watersystems MENA, LIXIL EMENA: "We believe the best packaging for water is no packaging at all. GROHE's resource-saving solutions are produced sustainably and support users in making an effective transformation. GROHE Blue water systems can save up to 6,600 plastic bottles in an office of 30 people per year. Furthermore, we are not only tackling the plastic waste problem on a product level: We are producing CO2 neutral. Within our Less Plastic strategy, we have also replaced plastic packaging with more sustainable alternatives."

Since Dubai Can launch in February 2022, there has been a reduction in the usage of an equivalent of more than 3.5 million 500 ml single-use plastic water bottles. The goal is to create the world's most visited and best place to live and work in, as envisaged by the Dubai 2040 Urban Master Plan.

GROHE, along with Media One Hotel management, will offer free still and sparkling water to the tower tenants and guests to drink and refill bottles for free. Up to 100 people are expected to use it daily. Additionally, GROHE has installed three GROHE Blue water systems in Media One restaurants and conference rooms for hotel guests. While this is the global leader's first collaboration since joining the Dubai Can initiative, offices and homes across the UAE have enjoyed different versions of GROHE Blue water systems since 2009.

GROHE commissioned the University of Göttingen to carry out in-depth research that made comparisons of CO2 emissions. The result: GROHE Blue delivers a huge reduction of up to 95% per liter compared to single-use plastic bottled water. It takes an astonishing 7 liters of water just to produce a single liter of PET-bottled water, not to mention the energy used and carbon emissions created in bottling, transportation, and distribution.

The GROHE Blue installation in Media One is expected to inspire other hotels to reduce plastic bottled water consumption on their premises. GROHE's goal is to support companies and individuals who want to switch to filtration systems, reducing or eliminating single-use plastic

Pure Freude
an Wasser

The GROHE logo consists of the word "GROHE" in a bold, white, sans-serif font, positioned above three white wavy lines that represent water. The entire logo is set against a dark blue square background.

bottles.

GROHE Blue has a simple and intuitive mechanism that carbonates drinking water at the touch of a button. The different lever variants enable deliciously chilled still, medium and sparkling water. An Ultrasafe filter, specially developed for the Region, improves the taste by removing solids and elements that affect flavor and odor, like chlorine; it removes 99.99% of bacteria, heavy metals like lead, microplastics and all this leaving behind all beneficial minerals in the water untouched. GROHE worked with BWT, Europe's leading filtered water professionals, to ensure that the GROHE Blue system produces an unparalleled, refreshing drinking experience with total safety.

Follow GROHE on the social media channels [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 6,500 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer "Pure Freude an Wasser", every GROHE product is based on the brand values of quality, technology, design and sustainability. Renowned highlights such as GROHE Eurosmart or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system underline the brand's profound expertise. Focused on customer needs, GROHE thus creates intelligent, life-enhancing and sustainable product solutions that offer relevant added value – and bear the "Made in Germany" seal of quality: R&D and design are firmly anchored as an integrated process in Germany. GROHE takes its corporate responsibility very seriously and focuses on a resource-saving value chain. Since April 2020, the sanitary brand has been producing CO₂-neutral worldwide. GROHE has also set itself the goal of using plastic-free product packaging by 2021.

In the past ten years alone, more than 460 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 CSR Award of the German Federal Government and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

www.grohe.com

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 60,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

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