

PRESS INFORMATION

GROHE wins coveted Red Dot Award 2021 for its interactive platform GROHE X

- Digital platform GROHE X wins Red Dot Award Brands & Communication Design 2021 in new “Digital Solutions” category
- Starting point for a new era of brand experience: customized content for B2B target groups meets space for personal exchange
- A complete success: around 222,000 visitors have already explored GROHE X since the launch

Only a few months after the launch of the digital experience hub GROHE X, the internationally renowned Red Dot Award Brands & Communication Design 2021 in the category “Digital Solutions” has now been awarded to GROHE, a leading global brand for holistic bathroom solutions and kitchen faucets. Prof. Dr. Peter Zec, initiator and CEO of Red Dot, emphasized the importance of digital solutions for the success of brands and companies – especially today: “As an award winner, GROHE has proven that they think ‘outside the box’. The brand knows how to act quickly in times of crisis and use upheavals for new design approaches. In this way, they master important challenges and also make a valuable contribution to the further development of society.”

The brand experience of today and tomorrow

With GROHE X, LIXIL in EMENA has developed the first digital platform of its kind in the industry for its GROHE sanitary brand together with strong partners VOK DAMS, IBM and D'art. As a content hub tailored to the interests of B2B target groups for product presentation, inspiration and know-how transfer combined with exchange opportunities with experts as well as service-oriented offers such as tutorials and specialist events, GROHE X allows visitors to experience the brand individually. Since its launch in mid-March this year, GROHE X has quickly proven to be a

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success. The outstanding visitor numbers – currently 2,500 daily – prove that GROHE X is a spot-on creative solution for the communications challenges both of today and the future. GROHE X is thus seen as a driver of innovation in its own right, serving not as a replacement for traditional communication, but as a starting point for a new era of brand presentation and communication in the B2B world: GROHE X already presents itself as an alternative that is flexible enough to keep pace with the rapid developments in communication.

“GROHE X is much more than a digital trade show replacement and the 35,000 visitors and 70,000 views in the first week alone have proven us right,” commented Jonas Brennwald, Leader LIXIL EMENA and Co-CEO Grohe AG. “The platform is designed to perfectly position our communication for the future. We are delighted that with the Red Dot award we have now also received international confirmation that we have created something that is not only well designed, but also an extremely successful brand communication tool.”

Red Dot Award “Brands & Communication Design”

With around 20,000 entries, the annual Red Dot Award is one of the largest design competitions in the world. Its origins date back to 1955 and the famous Red Dot award has long since established itself as one of the most coveted seals of quality for good design. From products, brand communication and creative projects to design concepts and prototypes, the Red Dot Award documents the most important trends worldwide.

+++ Discover further information about the GROHE X platform by visiting the following [link](#) or browse the digital experience hub at grohe-x.com +++

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 7,000 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 490 design and innovation awards as well as several sustainability awards confirmed GROHE's success. GROHE was the first in its industry to win the CSR Award of the German Federal Government and the German Sustainability Award 2021 in the categories "Resources" and "Design". As part of the sustainability and climate campaign "50 Sustainability & Climate Leaders" GROHE is also driving sustainable transformation.

*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 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. 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.