# PRESS INFORMATION

**GROHE’s First Ceramic Collection: Bau Ceramic Is the Perfect Choice for Bathrooms in Residential and Public Buildings**

* PerfectMatch in form and function for GROHE bathroom products
* GROHE positions itself as a full-service provider for the bathroom
* Minimalist design with striking lines and clear shapes
* Innovative technologies thanks to ceramic expertise provided by synergies with LIXIL

**Düsseldorf, XX June 2018.** The new Bau Ceramic collection blends harmoniously into any bathroom setting and features a timeless look with soft, rounded shapes. The discreet design of Bau Ceramic makes it the perfect choice for bathrooms in both residential and public buildings, such as hotels. Additionally, the collection has been made to perfectly match in form and function with a selection of GROHE taps, flush plates and accessories. This will allow installers, architects and project planners to compose visually coordinated bathrooms – completely by GROHE.

**GROHE Bau Ceramic Collection – Versatility for a Modern Life**

For the design of the washing area, the basin collection includes three wall-hung basins in widths of 55cm, 60cm and 65cm and a hand-rinse basin that is 45cm wide. A pedestal and semi pedestal are available to cover the siphon. The collection also has built-in basins that can be dropped in or built in from under the counter. For WCs, the collection offers a broad range of products that are both rimless and timeless: In addition to a wall-hung, wash-down WC, there is a floor-standing version with a horizontal or vertical outlet. Floor-standing closed coupled wash-down WCs – one with a horizontal and one with a vertical outlet – are also available. WC seats with optional automatic soft-closing covers complete the series. The Bau Ceramic urinals come with a concealed inlet/outlet or top inlet. The range also includes a wall-hung bidet as well as a floor-standing one.

**Innovative Key Technologies**

GROHE Bau Ceramic boasts innovative key technologies at an attractive price. Thanks to the rimless flushing technology, the complete surface of the GROHE Bau Ceramic toilet is easy to reach and effortless to clean, to meet the highest hygiene standards. The GROHE quick release function allows seats to be removed easily for better cleaning. This saves time and ensures that the bathroom remains hygienic.

**Perfect Matches for the Bathroom**

Every ceramic and tap combination has been tested by experts. GROHE ceramics can be combined with GROHE taps and toilet flush plates to complete the bathroom. The installation has been kept simple and the product is reliable thanks to a five-year consumer guarantee on the GROHE ceramic. The range is supplemented by coordinating GROHE Bau Cosmopolitan accessories, such as soap dispensers and towel rails.

**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 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 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](http://www.lixil.com/)

**GROHE**

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