

PRESSEINFORMATION

GROHE breaks all records at the 2018 Red Dot Award

- Nine prestigious design awards go to the GROHE design team
- LIXIL wins six additional awards
- Consumer-oriented design provides an enhanced customer experience

Düsseldorf, 18. April 2018: GROHE has won a record number of nine awards at the Red Dot Design Awards 2018 – one of the most prestigious international design recognitions of the world. The design competition is organized by Design Zentrum Nordrhein-Westfalen in Germany.

GROHE receives the prestigious "Red Dots" for its water systems GROHE Red and the new GROHE BLUE Home Pull-Out version, bathroom collections such as the brand new ATRIO product generation, which was just revealed at the Fuorisalone in Milan with an immersive installation and the Spa Colours Collection, the Euphoria 260 shower head, the designer architectural flush plates and the SmartControl Concealed Shower System. The GROHE Sense and GROHE Sense Guard water security systems also received the award. All of the awarded products will be shown in the exhibition of the Red Dot Design Museum in Essen, Germany, the largest museum for contemporary design. In addition, they will be presented in the Red Dot Design Yearbook, at the online portal Red Dot 21, in the app and online exhibition, starting on 9 July 2018. On the same day, the official awards ceremony, the Red Dot Gala and the subsequent Designers' Night will take place in Essen.

GROHE inspires with intelligent solutions in modern designs

The international Red Dot Design competition is organized by the Design Zentrum Nordrhein-Westfalen e.V. in Germany and honours the best products of the year: designers and manufacturers from all over the world submit their products and a jury of 40 experts assesses

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the submissions based on criteria such as degree of innovation, functionality, ergonomics, longevity and ecological compatibility. This year, the jurors received submissions from 59 countries. GROHE presented its extraordinary product variety with intelligent solutions in modern designs for bathrooms and kitchens. With nine of the coveted Red Dot Awards, GROHE has once again successfully demonstrated its leading market position in the sanitary industry. As part of the globally networked LIXIL family GROHE is pleased about six more Red Dot Awards for LIXIL. American Standard received four awards while DXV received two awards. In addition, the Red Dot jury awarded the title "Honourable Mention" for LIXIL's SATO V-Trap Toilet System, a twin-pit pour-flush latrine designed to help give millions of people across the globe access to hygienic sanitary facilities.

Customer experience is the focus

GROHE attaches great importance to a consumer-centric, aesthetic and high-quality design of its products. Under the direction of Michael Seum, Vice President Design at GROHE, a team of 20 international designers develops all design ideas. GROHE attaches great importance to the fact that design as a corporate value is more than just a driver. Rather, it is firmly anchored in the company's DNA. "My team and I are very happy about this outstanding recognition of our work", says Michael Seum. "We are very honored that our design philosophy is so well respected in the creative community. Our products have to stand out in a very competitive environment. Design is a very important key element. We want to create something unique and new, while also achieving design permanence. In addition to that, the aesthetics have to embody a deeper ease of use that will make it a pleasure for consumers to interact with our product." GROHE's high design standards are not limited to the products but extend to all areas of the customer experience – from packaging and customer communication to the environment in retail and showrooms.

You can find high resolution pictures of all awarded products [here](#).

Further information at: www.grohe.com

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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

GROHE

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