

PRESS INFORMATION

Freedom of Choice: Individual bathroom designs thanks to GROHE's color range

- GROHE customers can choose from a broad variety of colors and finishes to create a customized bathroom space
- Innovative coating and Physical Vapour Deposition (PVD) technologies offer longevity
- Coordinated bathroom concept possible thanks to matching color options across all product categories

Cairo, Egypt, June 05, 2023 – The world is diverse, and so are our needs when it comes to our living environment. The bathroom, in particular, is a very personal space where we take time for ourselves and indulge in self-care rituals. In this “me-space”, we want to reflect our own personality and express our individuality.

But when it comes to fittings like faucets, timelessness and quality play a major role in the choice of color.

“We observe that consumers are becoming more design-savvy. They are looking for bathroom solutions that address their needs not only in terms of convenience and functionality but also allow them to make a design statement. And this should be customized exactly to their personal taste. With our GROHE Colors Collection, as well as the newest color Phantom Black for our Professional products, we are giving consumers and professionals a curated palette to let their creativity flow. At the same time, they can be sure to enjoy their bathroom for a long time thanks to the classic color selection and surface quality”, says Benjamin Kraus, Leader, Categories, LIXIL EMENA.

Long-lasting freedom of choice: GROHE Colors Collection

Faucets are one of the most frequently used products in the home. That's why GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, is paying extra close attention to the durability of its surfaces, to make sure these stand the test of time.

For the durable, beautiful yet classic products in colors that range from SuperSteel, through Cool Sunrise to Warm Sunset and Hard Graphite, GROHE relies on a technology which originates from the aerospace industry: Physical Vapour Deposition (PVD). During the first step, the pre-treatment, the components are carefully cleaned and heat-treated in an oven where the plastic components undergo a degassing process. During the second step, the PVD coating is applied. This process takes place in a high-vacuum environment and itself consists of three steps: First, the substrate is cleaned again, then the base coat is applied, followed by the paint coat.

PVD results in finishes three times harder and ten times more scratch-resistant than galvanized finishes. This process also allows for GROHE to deliver on a broader range of colors.

The most elegant non-color of all: matte black

As a perfect contrast to the shiny-white and chrome bathroom concept, a matte black finish creates a sophisticated, balanced overall appearance. GROHE offers the new go-to color called Phantom Black for its Professional portfolio. Thanks to a lacquer-coating technique, all GROHE Phantom Black products have been enhanced to be more durable, as well as being more resistant against corrosion, fading and scratches than black variants treated with powder coating. In addition, Phantom Black is more repellent to visible fingerprints. So, they require less cleaning and are easy to take care of – perfect also for hospitality environments.

The GROHE Colors Collection, as well as the new Phantom Black, are available across the full suite of bathroom categories, including faucets, showers, thermostats, flush plates (also available as glossy black variants) and accessories, to ensure a coordinated design concept that lasts.

Find out more about how the distinctive GROHE quality on our digital experience hub [GROHE X](#).

Pure Freude
an Wasser

GROHE

+++ For further information and press material, please see this [link](#). +++

Follow us on social media via [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability. Portfolio highlights such as the GROHE Eurosmart line or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system are the perfect embodiment of these values. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. To make everyday work easier for its professional partners, the brand also offers a comprehensive range of services, including the GROHE + loyalty program and GIVE – a training program for the next generation of installers.

With water at the core of its business, GROHE contributes to LIXIL's corporate responsibility strategy with a resource-saving value chain: from CO₂-neutral* production, water- and energy-saving product technologies, the removal of unnecessary plastic in the product packaging, all the way to the launch of *Cradle to Cradle Certified*[®] products. With the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the [brand experience hub](#), physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to enhance LIXIL's purpose to "make better homes a reality for everyone, everywhere".

*includes CO₂ compensation projects, more on green.grohe.com

About LIXIL

LIXIL (TSE Code 5938) 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. 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. Learn more at www.lixil.com

PRESS CONTACT

Gita Ghaemmaghami, Leader Communications and CR MENA, LIXIL EMENA
Gita.ghaemmagham@lixil.com
Mobile: +971554376534

For media enquiries in Egypt, please contact:

Nada Daoud

Email: nada.daoud@ogilvy.com

Tel: +20 0109678749

Farah Talaat

Email: farah.talaat@ogilvy.com

Tel: +20 111 667 7006