

PRESS INFORMATION

Quality bathroom solutions for individual design needs – installed by professionals

- Consumers love to become creators – even when it comes to bathroom design
- The versatile GROHE portfolio supports different design visions brought to life by professionals
- Wide-ranging GROHE Colors Collection is complemented by the on-trend color Phantom Black and now allows consumers greater expression of their personal lifestyle

Cairo, Egypt, 1 May 2023 – Individuality has become increasingly important in the field of interior design in recent years. Consumers love to search for inspiration on their own to find the perfect solutions for their home. So it is not surprising that in the bathroom, as elsewhere in the home, more and more emphasis is placed on design. The once functional room should now correspond more closely to individual self-care needs and reflect one's personality. But when it comes to bathroom design, consumers need support from professionals to realize their plans. Therefore GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, has established GROHE Professional, which is based on a broad portfolio of holistic bathroom solutions that enable consumers to represent their interiors taste and life circumstances – implemented hassle-free by professionals. GROHE Professional is also a comprehensive service and training program to ensure that experts are always up to date in terms of the latest technologies and products in order to offer the best consultations to consumers.

GROHE Eurosmart – Affordable design for individual needs

Comfort and design requirements are as individual as consumers themselves. To make every bathroom a home, the GROHE Eurosmart line offers affordable, contemporary design, which is durable and supports a more sustainable lifestyle, while being dedicated to matching any living situation. The versatile all-rounder can meet highly individual needs: The range boasts

four different sizes from S to XL, pull-out as well as alternate lever variants, and even a touchless or hybrid version. The single-lever basin mixer for bathrooms features GROHE SilkMove ES (Energy Saving) technology in many product variants. Thanks to cold start technology, the faucet delivers cold water when the lever is in the middle position, limiting unnecessary consumption of hot water. GROHE EcoJoy technology reduces the water flow while enriching the water with air, thereby ensuring a perfectly voluminous flow. Both innovations make it easy to save water and energy without compromising performance. For holistic interior concepts, consumers can choose matching **GROHE BauEdge** ceramics from the GROHE portfolio. With its soft edges, the collection is a perfect match in terms of design and function with the GROHE Eurosmart faucet. The complete bathroom solution can be complemented by the new Grohtherm 500, which adds an entry-level variant to the Grohtherm family for everyone on a budget who want to enjoy the benefits of a thermostat, as well as accessories.

GROHE Eurosmart Cosmopolitan – Customized bathroom upgrade provided by professionals

The GROHE Eurosmart Cosmopolitan line is designed to express individual style and effortless amenity in one of the most loved part of everyone's home. It enables a customized bathroom upgrade which sustainably creates an urban, chic environment. Finished in sparkling GROHE StarLight chrome, the Eurosmart Cosmopolitan range also comes with GROHE SilkMove ES (Energy Saving) and GROHE EcoJoy technology. The faucet line can be perfectly combined with the GROHE Tempesta shower portfolio, which offers sleek design, a choice of different spray patterns and water-saving features.

GROHE Essence – high-end PVD technology brings new colors to life

With its gently organic forms, slender profiles and natural lines, GROHE Essence is perfect for those who understand the bathroom as a place of relaxation and contemplation. In addition, the iconic design is available in a broad color spectrum to demonstrate individual taste and personality. New color Phantom Black expands the already wide range of 9 different color and finish options.

For colors like Warm Sunset, Cool Sunrise or Hard Graphite, GROHE uses PVD (physical vapor deposition) technology which is applied in our in-house production plants. This

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.

originates from the aerospace industry and has set a new standard for the quality of finishes: The process ensures a broader range of colors while at the same time delivering finishes that are three times harder and ten times more scratch-resistant than galvanized finishes – allowing the faucets to withstand the toughest demands of everyday use.

No matter what the design and functionality requirements of your everyday life are, GROHE offers the perfectly matching solution for your bathroom vision – brought to you and installed by professionals.

For more inspiration, take a look at our [GROHE X](#) inspiration hub.

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

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

Pure Freude
an Wasser

GROHE

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](https://www.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:

Menna Anis

Email: menna.anis@ogilvy.com

Tel: +20 1225555005

Nada Daoud

Email: nada.daoud@ogilvy.com

Tel: +20 0109678749