

Press Release

GROHE Strengthens its presence in Kuwait with GROHE SPA Portfolio and GROHE Blue Pure

Kuwait City, Kuwait, May 15, 2023: GROHE brand part of LIXIL, a global leader in complete bathroom solutions and kitchen fittings, has expanded its offerings to Kuwait through its premium sub-brand GROHE SPA and GROHE Blue Pure, enabling a new level of individual expression in the bathroom and kitchen environment. Dedicated to progressive designs, fused with carefully selected colours, materials and finishes, the collection of GROHE SPA offers versatile customization options.

Mr. Alexy Bykov, Leader, Middle East, LIXIL EMENA said: “We are absolutely delighted to bring this signature range of world-class products and smart solutions to our clients in Kuwait. Transforming the bathroom into a home spa is all about creating holistic experiences that embrace the positive effects of water on the body and mind. Driven by redefining solutions, the GROHE SPA range features premium quality, cutting-edge technology, unrivalled precision, and progressive design.”

The GROHE SPA portfolio ranges from elaborate faucet collections, customizable ceiling showers and intricate ceramics to complementary accessories. It was launched at the GROHE Digital X Summit held in mid-March this year and it was presented with a water-inspired installation concept of ‘Health through Water’ in the Pinacoteca di Brera at Milan Design Week in April this year.

GROHE is also introducing GROHE Blue Pure to the market, the perfect solution for those who appreciate the natural taste of still water. The unique GROHE Blue filter technology transforms ordinary tap water into fresh clean drinking water, removing the substances that can impair the taste and quality of the water like chlorine, biocides, pesticides, limescale, microplastics, bacteria or heavy metals.

Separate internal waterways keep filtered and unfiltered water separate at all times. And there is another plus: The days of lugging around heavy bottles of water are finally over.

With GROHE Blue Pure, consumers need zero plastic bottles. This is not only refreshingly easy and convenient but also helps the environment. The different GROHE Blue Pure filtration sets fit easily under the sink, and the faucets, available in different designs and finishes, still offer all the usual functions of a standard kitchen mixer, including a pull-out option.

GROHE Blue water systems is one of the GROHE product categories that showcase the commitment of the brand to saving water for a more sustainable future.

GROHE launched GROHE SPA and GROHE Blue Pure in a private industry event held at Radisson Blu in Kuwait. The event was attended by regional brand representatives including designers, architects and project developers. GROHE Blue Pure and GROHE SPA collections in limited colours are available across official retailers in Kuwait City.

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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

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