

Pure Freude  
an Wasser



## PRESS INFORMATION

### **GROHE Green Initiative in KSA is giving back to the community with the Green Orphanage House**

GROHE collaborates with AlBir Society to provide water-saving and health-conscious bathroom solutions to the Green Orphanage House.

**KSA, May xx, 2022** – GROHE, the leading global brand for full bathroom solutions and kitchen fittings, is giving back to its community in KSA by launching the Green Orphanage House under its Green Initiative in the Kingdom of Saudi Arabia. In line with Saudi Arabia’s Vision 2030 - which situates environmental sustainability as a core principle of its directive and highlights the importance of optimizing the use of the Kingdom’s water resources – GROHE KSA partnered with AlBir Society, a charitable non-governmental society based out of Jeddah, to bring water sustainability and hygienic communal bathroom practices to the Orphan House.

“Sustainability is at the core of our business, especially since we work in conjunction with the world’s most precious resource – water - in a region that actively suffers from water scarcity and limitations. Our deep commitment to giving back to our communities, coupled with our keenness on continued innovation in the technology we utilize, has pushed GROHE towards actively working with different public and private groups to uplift our community and provide a better, more health-conscious approach to water usage and consumption” noted Fawzi Dernaika, Leader, KSA MENA, LIXIL EMENA

The Green Orphanage House is one of GROHE KSA’s Green Initiatives launched to reduce water consumption through water-efficient sustainable products. In KSA, GROHE KSA fitted the Orphan House with their EuroSmart E faucets to lower the water consumption in the orphanage and utilize more hygienic solutions that mitigate the spread of COVID-19 and other transferable viruses throughout the orphanage.

GROHE's EuroSmart E faucets provide touch-free solutions that promote better hygiene and limit the ability of spreading germs and viruses by minimizing cross-contamination in public, private, and communal bathroom spaces. As part of GROHE's core belief in sustainability through innovation, the EuroSmart E line also promotes water and energy sustainability by providing higher controls for water consumption and lowering the costs of water, energy, and maintenance.

"We have the ability to give back to our community in ways that make a genuine impact" said Gita Ghaemmaghami, Leader Communications and CR MENA, LIXIL EMENA. "That makes our work in the region even more important and pushes us to bring our absolute best to provide a better home, one with a better and more sustainable approach to water consumption, for everyone – especially for those who need it the most".

*"Creating better homes, for everyone everywhere"*

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#### **About GROHE**

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 7,000 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer "Pure Freude an Wasser", every GROHE product is based on the brand values of quality, technology, design and sustainability. Renowned highlights such as GROHE Eurosmart or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system underline the brand's profound expertise. Focused on customer needs, GROHE thus creates intelligent, life-enhancing and sustainable product solutions that offer relevant added value – and bear the "Made in Germany" seal of quality: R&D and design are firmly anchored as an integrated process in Germany. GROHE takes its corporate responsibility very seriously and focuses on a resource-saving value chain. Since April 2020, the sanitary brand has been producing CO<sub>2</sub>-neutral\* worldwide. GROHE has also set itself the goal of using plastic-free product packaging by 2021.

In the past ten years alone, more than 490 design and innovation awards as well as several sustainability awards confirmed GROHE's success. GROHE was the first in its industry to win the CSR Award of the German Federal Government and the German Sustainability Award 2021 in the categories "Resources" and "Design". As part of the sustainability and climate campaign "50 Sustainability & Climate Leaders" GROHE is also driving sustainable transformation.

\*includes CO<sub>2</sub> compensation projects, more on [green.grohe.com](https://www.green.grohe.com)

#### **About LIXIL**

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

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