

PRESS INFORMATION

GROHE Baulines: a functional all-rounder for a modern bathroom solution

- Modern, functional and affordable: GROHE Baulines comes with a refreshed design and extended features.
- The right choice for every project: GROHE Baulines simplifies bathroom planning since it perfectly matches Bau Ceramic and Bau Accessories.
- Hassle-free installation: Thanks to the GROHE Fast Fixation system, the installation of GROHE Bau is done quickly and easy.

Customers' expectations in terms of high-quality bathroom solutions and state-of-the-art design are increasing. But in the end, the decision for a product is often a matter of budget. GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, is treading new paths. The GROHE Baulines faucet portfolio is a real all-rounder at an entry-level, offering a modern design with smart features at an affordable price. Furthermore, Baulines enables installers and planners to answer increasing customer demands with a convenient complete bathroom portfolio – everything from one single source and without compromises in design and function.

GROHE Baulines – simplifying bathroom planning

No matter if space or budget are limited: GROHE Baulines makes bathroom planning much more convenient as installers and planners can create a modern bathroom ambience in just a few simple steps. The Baulines faucet, Bau Ceramic and Bau Accessories match in design and function to easily create a fully coordinated design concept. The latest addition to GROHE's Bau Ceramic line is the new Slim Seat with SoftClose. With its less than 45 mm high the seat makes an easy upgrade for the customer. Thanks to the QuickRelease feature the seat, additionally, is easy to disassembly for cleaning.

Thanks to the relaunched design of Baulines bathroom faucets, customers benefit from an enhanced comfort zone: the extended angle with the tapered spout ensures **a more convenient water flow, thereby preventing** water from splashing when washing hands. Moreover, the

Pure Freude
an Wasser



product offers advantages in terms of safety and health: Thanks to its innovative zinc die casting process at the LIXIL plant in Klaeng, Thailand, one of the most sustainable plants in South East Asia, the faucet offers safe water enjoyment. Not only is the **surface of the faucet seamlessly closed** so that impurities cannot enter, there are also dedicated inner waterways to make sure that the **water has no contact with lead- and nickel**. Above that these inner waterways have no contact to the body material which result in a **barrier between hot water and the external surface to avoid scalding on hot surfaces**. Thus, extra safe, especially for households with children.

The demand for sustainable product solutions is increasing. Therefore, another important reason for choosing GROHE Baulines is that all faucets are equipped with water-saving **GROHE EcoJoy technology**. A flow restrictor reduces water consumption from ten liters per minute to just over five liters. Moreover, an aerator enriches the water with air, ensuring the same voluminous experience as with conventional faucets. This way, everyone can easily make their contribution to save water in everyday life without compromising on comfort.

Simplicity for the modern kitchen – GROHE Bau Kitchen

In addition to these bathroom products, GROHE's Baulines kitchen range helps to plan a modern, stylish kitchen that is equally functional and affordable. A selection of different faucet designs and heights allows even the largest pots to be comfortably filled – offering the customer versatile options for their kitchen. Like their bathroom counterparts, all Baulines kitchen faucets are available with the GROHE Zero technology. Thanks to dedicated inner water ways the water has no contact with lead and nickel. Additionally, for a coordinated design, GROHE also offers stainless steel and composite sinks to match the faucets.

+++ For further information and press materials on GROHE Baulines for bathroom and kitchen please see the following [LINK](#). +++

Discover what's next on our new digital experience platform [GROHE X](#).

Pure Freude
an Wasser



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 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 and 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 CO₂-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.

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 60,000 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

Feldmühleplatz 15 • 40545 Düsseldorf • Germany • Phone: +49(0)211/9130-3030 • www.grohe.com

MEDIA CONTACT

Celine Kuhlenkamp
Junior Communications Manager
E-Mail: media@grohe.com

PRESS CONTACT

MSLGROUP Germany
E-Mail: grohe-presse@mslgroup.com