

## PRESS INFORMATION

### The new GROHE Eurosmart: Reinvention of an icon

- Everybody's darling since 1999: Fourth generation of GROHE Eurosmart impresses with versatile product variants
- First GROHE 2-in-1 hybrid faucet combines advantages of a one-hand mixer with touchless comfort
- New lever variants and integrated thermostat enhance user safety

A legendary Number One: More than 20 years ago, GROHE introduced its first Eurosmart faucet for the bathroom. Since then, the product line has quickly developed into the undisputed bestseller in the brand's faucet portfolio – establishing itself as an all-time favorite product choice for professionals. While the main characteristics of the line remain unchanged, GROHE ensures that the Eurosmart portfolio always grows in line with a changing society's requirements and that it keeps adapting to modern needs. With the relaunch of the Eurosmart line in June 2021, GROHE reinvents one of its core products with a contemporary design and future-oriented functions.

“Eurosmart evolved with every generation, which is crucial if you want to bring meaningful products to the market. Our environment is constantly transforming, and we need to react to changing needs with new product solutions. Right now, a global health crisis is forcing the world to rethink hygiene standards. Therefore, we developed a hybrid version of Eurosmart which combines hygiene-enhancing touchless and manual operation. Another example are the lever variants which reflect the complexity of different living situations and the fact that every consumer has different requirements: Long levers can simplify the daily work of doctors, while loop levers are perfect for children and elderly people in multi-generational houses. Eurosmart is the perfect proof that innovation is not limited to new lines. Innovating in a relevant way also means reinventing core products. Only these human-centric solutions enable us to create better homes,” says Jonas Brennwald, Leader LIXIL EMENA.

#### **Product versatility at its best**

Pure Freude  
an Wasser



With the relaunch of the Eurosmart bathroom faucet, GROHE demonstrates innovation leadership: The brand is not only introducing a contemporary design but also presents completely new product variants.

The evolution of the Eurosmart line is focused on the creation of purpose-driven products and is carried out with dedicated use cases in mind: The Eurosmart Loop lever, for example, simplifies gripping thanks to the cut-out center. This makes the product variant ideal for people with limited motor skills and for care homes, allowing everyone to live as independently as possible for as long as possible. The Eurosmart variant for the health sector is equipped with an extra-long lever which enables doctors to operate the faucet with their elbow, thereby minimizing the contact with surfaces. The different **lever variants** directly relate to people's lives and are a perfect reflection of GROHE's human-centric design approach. This also includes installation professionals: The new angled product body facilitates the installation process.

The Eurosmart hybrid variant offers additional advantages when it comes to hygiene. It combines the advantages of a manual and a touchless faucet. Users can decide whether they want to use the manual lever or use touchless technology by activating the water flow via the integrated sensor. When there is no need to touch the faucet when washing hands, the risk of spreading germs and cross-contamination is minimized.

To make things even more convenient especially for households with children and elderly people, the Eurosmart line is equipped with a new safe stop technology. Thanks to an integrated micro thermostat, the temperature can be limited to prevent injuries due to scalding.

But the Eurosmart faucet line has even more to offer: For extra comfort a **pull-out spout** variant offers full flexibility – perfect for washing hair or cleaning the basin. Water- and energy-saving technologies integrated in the Eurosmart line support consumers' efforts to achieve a more sustainable lifestyle. **GROHE EcoJoy** technology, for example, reduces the water flow while enriching the water with air, thereby ensuring a perfect, voluminous flow while saving valuable resources - a great choice for eco-conscious consumers.

Available in a total of five sizes, ranging from S to XL, the GROHE Eurosmart line offers a solution for any customer project. The best part: For holistic interior concepts installers and planners find

Pure Freude  
an Wasser



matching Euro Ceramics in the GROHE portfolio, which complement the faucet in design and function. Furthermore, the Eurosmart line can also be found in GROHE's kitchen portfolio, making Eurosmart a perfect choice for coordinated design concepts.

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

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

#### **GROHE**

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

#### **MEDIA CONTACT**

Celine Kuhlenkamp  
Junior Communications Manager  
E-Mail: [media@grohe.com](mailto:media@grohe.com)

#### **PRESS CONTACT**

MSLGROUP Germany

Pure Freude  
an Wasser



E-Mail: [grohe-presse@mslgroup.com](mailto:grohe-presse@mslgroup.com)

PART OF **LIXIL**