

PRESS RELEASE

The new hand shower GROHE Rainshower SmartActive combines maximum shower enjoyment with minimal installation effort

- the new GROHE SmartTip controller on the rear of the hand shower allows comfortable switching between spray patterns
- thanks to innovative GROHE DripStop technology, dripping is minimized in the Rain and Jet spray modes
- minimal installation effort thanks to the practical installation aids GROHE TileFix and QuickFix

As a ritual of enjoyment, showering is becoming increasingly important: Half of Germans love to take a long shower, for more than a third it is even the first remedy against stress.¹ GROHE's latest shower innovation offers just the right answer to these customer needs: The hand shower Rainshower SmartActive with smart functions and intuitive operation allows users comfortable shower enjoyment tailored to their wishes. At the same time, it minimizes the installation effort for installers because the matching shower rail can be attached to existing drill holes without compensation discs. This is an ideal combination and, moreover, very promising as 47% of respondents² would like to exchange their hand shower in the near future.

Smart functions for maximum comfort – even during installation

Thanks to two new technologies, the GROHE Rainshower SmartActive hand shower is the most innovative hand shower in the GROHE product range: Equipped with GROHE SmartTip control, a simple fingertip on the rear of the ergonomically designed hand shower is enough to intuitively switch between three spray modes. In the center of the shower head, round and star-shaped jets provide a powerful ActiveMassage spray. The Jet spray can give the body completely new energy, for example after a work-out. Shampoo can also be rinsed out particularly quickly with this powerful spray. If rather moderate water pressure is preferred, the circularly arranged nozzles ensure a gentle rain shower.

¹ explorare & GROHE, shower study, June 2020; Germany, Great Britain, France, Netherlands, Denmark, Russia, Egypt, total of 3,500 respondents.

² Ibid.

A further detail that enhances showering comfort is the new, practical GROHE DripStop function in the Rain and Jet spray modes, which minimizes annoying dripping after switching off the hand shower. This is GROHE's answer to a major customer request: 81% of Germans consider it important that a shower does not drip.

For a perfectly coordinated bathroom design matching a customer's personal style of furnishing, the GROHE Rainshower SmartActive hand shower is available in two sizes (130 mm and 150 mm), in 11 colors (GROHE Colors collection, with chrome plated or white spray plate) and in two different designs (round or square). This makes it ideal for a combination with head showers such as GROHE Rainshower 310 SmartActive or Rainshower 310 Mono, Rainshower Bodysprays as well as concealed thermostats or the innovative GROHE SmartControl shower control.

The maximum shower enjoyment is rounded off by the matching shower rail with a diameter of only 22 mm harmonizes perfectly with the slim Rainshower SmartActive design. Moreover, the included glider is flexibly adjustable and the GROHE EasyReach shelf is ideal for storing shower gels and shampoos.³ The practical QuickFix system allows the upper and lower wall brackets to be adjusted to existing drill holes.⁴ And thanks to TileFix, tile levelling discs are a thing of the past. All of these functions of the GROHE Rainshower SmartActive reduce the time required for installation to an absolute minimum. Whether retrofitting or new installation: GROHE Rainshower SmartActive provides maximum convenience – even during installation.

+++ You can download high-res images of the new hand shower GROHE Rainshower SmartActive [here](#). +++

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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 6,500 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the

³ 72% of German respondents preferred a storage option in the shower.

⁴ For 69% of German respondents it is important to be able to use existing drill holes in the installation process.

Pure Freude
an Wasser



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 460 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success: GROHE was the first in its industry to win the CSR Award of the German Federal Government and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

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. Approximately 75,000 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

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