

PRESS INFORMATION

It's a match: GROHE offers coordinated kitchen concepts to meet customer demands

- Strong double offer from one single source: GROHE offers faucets and sinks perfectly matching in form and function
- Freedom of customization: GROHE PVD sinks in carefully curated colors and finishes are complemented by the SmartControl faucet
- Life-long durability: Thanks to the state-of-the-art coating technology PVD, the products' surfaces are three times harder and ten times more scratch-resistant

The kitchen has long since ceased to be a purely functional space. It has become the center of the home and a multifunctional meeting place for families and friends. In this process, the kitchen space has developed into an expression of personal taste and consumers are seeking configuration options and individualization. This presents professionals with new requirements and challenges regarding the design of the 60cm around the sink. In line with the Perfect Match philosophy, GROHE is setting new design standards with a coordinated range of faucets and PVD sinks in matching colors. Architects and planners can offer their customers a versatile selection of carefully chosen colors from "Cool Sunrise" to "Hard Graphite" or "Warm Sunset," enabling full freedom of choice.

"With our coordinated kitchen concepts, we enable our partners to create outstanding kitchen designs for their projects," says Patrick Speck, Leader LIXIL Global Design EMENA. "Timelessness played a major role in the curation of our GROHE Colors Collection – the colors and finishes need to be bold but still subtle since we are talking about fixed fixtures which should bring joy for a long time. It is key for us to find a balance between the latest interior trends, timeless design, and our uncompromisingly high-quality standards."

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GROHE SmartControl: Versatile & minimalistic

With the GROHE SmartControl kitchen range, architects and planners can make their kitchen concepts stand out: State-of-the-art technology combined with ultimate design variety make the SmartControl faucet a highlight in any kitchen. The range offers a design for every taste: Consumers can choose and pick from three designs and up to 10 different colors and finishes contained in the GROHE Colors Collection. The organic Essence design, for example, is available in all attractive colors - from the golden "Cool Sunrise" and coppery "Warm Sunset" to the urban look of "Hard Graphite" in polished or brushed versions - and thus fits harmoniously into any kitchen ambience.

GROHE SmartControl does not only impress with its look, but also with its functionality. Instead of using a lever, the SmartControl kitchen faucet offers an intuitive push and turn operation. To start the water flow, the consumer pushes the button. This also works easily with the elbow or wrist and is ideal for moments when both hands are busy or not clean. By turning the button, the amount of water can be precisely adjusted from the water-saving eco-jet to the powerful jet stream. Additional pull-out variants complete the SmartControl portfolio and offer your customers maximum convenience in the kitchen.

GROHE PVD sinks: Beautiful design meets outstanding quality

Matching the SmartControl range, GROHE offers a selection of undermounted PVD sinks, which are available in stainless steel as well as in "Brushed Cool Sunrise", "Brushed Hard Graphite" and "Brushed Warm Sunset" for a premium kitchen look. The innovative manufacturing process of the GROHE Colors Collection does not only turn out attractive designs but also results in the creation of particularly durable surfaces. The technology originally stems from space engineering and has set a new standard in surface quality. A surface that is three times harder than chrome and ten times more resistant to scratches not only guarantees a brilliant color spectrum but also allows sinks and faucets to withstand the toughest demands of everyday kitchen use. And they make daily tasks even more pleasant: All PVD sinks feature spacious bowls of 20cm depth - meaning

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you have a lot of room to maneuver and enough space for cleaning large pots with ease. Additionally, GROHE Whisper Technology reduces noises to a minimum.

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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 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

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