

PRESS INFORMATION

Holistic water experiences for all senses: the new GROHE SPA Collection

- A personal retreat at home: Exclusive GROHE SPA collection to launch in September 2021
- Unique bathroom statements: GROHE SPA shapes memorable spaces that stand out
- Progressive designs meet technological precision: GROHE Allure, Ceiling Shower modules, and Body Sprays for the shower

As a contrast to the hectic outside world, consumers are looking for valuable me-time to relax body, mind, and soul. Awareness of one's own well-being and health has never been higher. At home, the bathroom is often a central place for finding a moment of peace. Thus, providing the right products to meet customers' high demands and helping them create their personal retreats is therefore key.

GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, will launch **GROHE SPA** in September 2021: dedicated premium products, developed in response to the growing health and wellness trend with the aim of creating unique water experiences for all five senses. No matter if you are designing a spa landscape for a resort or a private bathroom, GROHE SPA offers the freedom to tailor the space to your customers' needs. Progressive designs and carefully picked materials, finishes, and colors combined with high-end technology will stand out in any bathroom project.

"With GROHE SPA, we celebrate the power of water and make our passion for this precious element tangible in every detail. The exclusive line is especially dedicated to architects and designers who want to transform their clients' bathrooms into a holistic home oasis that stimulates all senses. GROHE SPA thus keeps its promise to offer 'health through water'. The collection creates distinctive water experiences that allow consumers to recharge body, mind, and soul and find moments of bliss. The uniqueness of the collection is underlined by the progressive designs that allow the creation of bold statement bathrooms that stand out in any project. At the same time, a palette of carefully curated colors and finishes allows architects

and designers to add a personal touch," says Patrick Speck, Leader, LIXIL Global Design, EMENA.

Luxury and sophistication for the bathroom with the reinvention of GROHE Allure

The popular **GROHE Allure faucet line** has been updated and is now part of the new GROHE SPA Collection. The elegant faucet is a true design statement characterized by its captivating minimalist and extraordinary slim design – now even more appealing due to its more organic overall aesthetic. Combining state-of-the-art water technology with German craftsmanship, the faucet impresses with a special highlight: With distinct haptic feedback, the precision control of the three-hole basin mixer offers a unique tactile experience and improves interaction.

The new GROHE Allure offers designers and architects the opportunity to create a perfectly harmonious bathroom experience according to their customers' personal taste. The versatile range also encompasses floor-mounted faucets and waterfall spouts for the bathtub, which allow for a holistic bathroom design. For tasteful accents in the bathroom, the Allure line offers a choice of different colors and finishes: Chrome, Brushed Cool Sunrise, Brushed Warm Sunset, and Hard Graphite – all perfect matches for GROHE Allure Accessories.

Customized shower experience for your home spa

The new GROHE SPA collection is complemented by two customizable shower highlights which respond to individual shower habits and enable pure water enjoyment. **GROHE SPA Ceiling Shower modules** bring the sensation of a wonderful waterfall into the bathroom. Thanks to the modular shower solution, you can choose and combine different spray patterns. There are no limits to creativity as you have full flexibility in designing the ceiling shower – perfectly tailored to your customers' needs. The modules' extra slim design matches round and square designs and underlines the minimalist, yet sophisticated look.

GROHE SPA Body Sprays complete the new portfolio and upgrade the daily shower routine with a pulsating water massage. Control is intuitive via pop-up activation: When activating the water, the body sprays pop out of the cover plate, allowing users to switch between the Rain and Active Jet spray easily by turning them. When turning off the water, the body sprays pull back and blend into the rosette completely – slim design for extra space in the shower.

Pure Freude
an Wasser

GROHE


Full freedom of choice is guaranteed with round and square designs, available in different GROHE Colors to match any bathroom style. Furthermore, the new body sprays enable eco-conscious water usage thanks to water-saving EcoJoy technology. GROHE SPA Body Sprays make it easy to successfully combine responsibility with pure showering pleasure.

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

Follow GROHE on the social media channels [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

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

PART OF **LIXIL**

Pure Freude
an Wasser



PRESS CONTACT

MSLGROUP Germany

E-Mail: grohe-presse@mslgroup.com