

## PRESS RELEASE

### Refreshing new addition: the new GROHE Tempesta 250 head shower

- generous spray face with 250 mm diameter
- integrated water flow limiter GROHE EcoJoy offers sustainable water use without compromising on shower experience
- different product variants for individual customer wishes

Rain showers are still trendy: 55% of Germans would like to have a generous head shower in their shower where the spray pattern covers the whole body like raindrops.<sup>1</sup> With its full face Rain spray and a generous diameter of 250 mm, the new GROHE Tempesta 250 head shower, which is manufactured in the own shower competence center in Lahr, Germany, is impressive in every aspect. Thanks to its slim, minimalist form with an elegant chrome finish, it is also an ideal fit for a modern bathroom design. Additionally, it offers a lot of installation flexibility thanks to different product variants: in a round or square design, it is available as a single head shower, in a set with shower arm or as a complete shower system.

Equipped with the water-saving GROHE EcoJoy technology, Tempesta 250 promises showering comfort even without a bad conscience<sup>2</sup>: A flow restrictor reduces the water consumption to a sustainable 9.5 litres per minute. At the same time, the perfect geometry of the nozzles ensures that the water flow remains powerful – for a voluminous shower experience without compromising on performance. A perfect match for 66% of Germans who are searching for a shower which assists them in being sustainable in their day-to-day life.<sup>3</sup>

+++ You can download high-res images of the new GROHE Tempesta 250 [here](#). +++

Follow us on our social media channels [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

---

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

<sup>2</sup> 40% of Germans feel bad about the environment when taking a long shower.

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

Pure Freude  
an Wasser



### **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 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 CO<sub>2</sub>-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. 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 • Telefon: +49(0)211/9130-3030 • [www.grohe.com](http://www.grohe.com)

### **MEDIA CONTACT**

Beate Vetter

Head of Trade Marketing and Communication Central Europe

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

### **PRESS CONTACT**

Markenzeichen Agentur für Marketing-Kommunikation GmbH

Düsseldorf Office - Cecilienallee 67, 40474 Düsseldorf, Germany

Tel. +49 211 90 98 04 85

Fax +49 211 90 98 04 84

[grohe@markenzeichen.de](mailto:grohe@markenzeichen.de)

[www.markenzeichen.de](http://www.markenzeichen.de)