

## PRESS RELEASE

### **“Best of the Best”: GROHE Zedra kitchen faucet convinces experts and consumers and wins Kitchen Innovation Award 2021**

- Kitchen Innovation Award 2021: GROHE Zedra wins “Golden Award – Best of the Best” in the category “Kitchen Faucets and Sinks”
- The jury particularly highlights user-convenience, innovation, product benefits, design and ergonomics
- GROHE Zedra simplifies everyday kitchen tasks with its innovative Triple Spray

It is official: Consumers trust in the qualities of GROHE Zedra. The reinvented line of kitchen faucets was awarded the “Golden Award – Best of the Best” in the category “Kitchen Faucets and Sinks” of the Kitchen Innovation Award 2021. The jury and consumers were impressed with the kitchen faucet’s intuitive operation and its variety of functions. A highlight among the many user-friendly features of the GROHE Zedra is the Triple Spray, which is so far unique in the GROHE product portfolio and offers additional comfort for everyday kitchen challenges. Zedra is a fantastic example of GROHE’s product philosophy: consumer-centric design combined with state-of-the-art technology, which additionally enables a more sustainable water consumption. The consumer award for GROHE Zedra, which includes high scores in the areas of design, innovation, user-convenience, ergonomics, and product benefits for users, proves once more that the Zedra faucet is the perfect solution for any kitchen project.

#### **Always a perfect fit: Flexible handling for every need**

A modern kitchen faucet does not only have to look good, it also needs to be functional and comfortable to use – in short, it has to be a true kitchen helper. With its versatile functions, the GROHE Zedra line, available in a Chrome and a Supersteel finish, meets these requirements and has what it takes to be a true everyday hero in the kitchen. The pull-out spray arm offers flexibility

and is ideal for preparing vegetables or cleaning the sink. A unique benefit is the integrated Triple Spray: When in need of a very condensed spray for cleaning recalcitrant dirt from pans, the Blade Spray is the mode of choice, while the Shower Spray is ideal for rinsing vegetables. The Laminar Spray provides a strong, clean spray that prevents splashing when filling pots. Once the job is done, the spray arm retracts easily into place thanks to a magnetic docking system – smooth and easy. This also applies to the installation of the faucet: Thanks to the GROHE FastFixation Plus mounting system, installation is hassle-free, making a kitchen upgrade with GROHE Zedra an easy task.

Same performance with less water? The Blade Spray is powerful, yet it saves up to 70% of water compared to the Shower Spray, making Zedra faucets true trailblazers for a more sustainable water consumption. Additionally, the integrated pause button on the pull-out spray arm allows users to stop the water flow while, for instance, moving around pots, helping users to save water and keeping them from accidentally flooding the kitchen counter. GROHE Zedra faucets thus mean more user comfort and sustainable water consumption for your customers' kitchens.

Moreover, GROHE Zedra faucets offer advantages in terms of safety and health: Dedicated inner waterways ensure that the water does not get in contact with lead and nickel within the faucet. This makes GROHE Zedra extra safe, especially for households with children.

### **A modern touch: Zedra meets EasyTouch**

Regardless of the strength of the spray, Zedra faucets always offer easy and intuitive operation. A convenient addition to the system is Zedra Touch, the Zedra version of GROHE's EasyTouch technology. The technology enables users to control the water flow with the touch of a hand, wrist, or elbow. This ensures extra hygienic conditions in the kitchen - great for dirty hands and, especially, when cooking meat or fish. The temperature can be preset for the EasyTouch function via an integrated mixing valve, ensuring a safe water temperature and preventing scalding.

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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



"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 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)

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