

PRESS INFORMATION

GROHE PRESENTS ITS INNOVATIVE KITCHEN SOLUTIONS

Sustainable and innovative solutions that embody GROHE's commitment to water conservation and the optimization of its consumption, transforming kitchens into pleasant living spaces

Casablanca, February 28, 2023 – GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, presents its kitchen solutions and innovations that reflect its vision in terms of sustainability, technology, design and water conservation. The presentation took place during an event held in Casablanca and attended by Antoine Kaissar, Leader North & West Africa, LIXIL.

In addition to the wide selection of products to the convenience of their use, GROHE's kitchen solutions, particularly faucets, prioritize the respect of the environment and the optimization of water consumption." "Over the years, we have developed a footprint in the kitchen world by investing in daily efficient innovations that respect the environment and streamline energy consumption. This has allowed us to leave an indelible mark on the kitchen world. GROHE's kitchen solutions are designed to meet the needs of users while naturally fitting into their lifestyles," states Antoine Kaissar, Leader North & West Africa, LIXIL EMENA.

Streamlining energy consumption, particularly water efficiency, is at the heart of the brand's priorities. GROHE thus favors technological and innovative solutions in line with its commitment to sustainability.

GROHE's innovation efforts also focus on the invention of new technologies. One of the brand's main technological innovations, presented at the event, is SmartControl, a precise control function and easy adjustment for water flow and temperature that allows for easy switching between a powerful jet and a fine jet, limiting water consumption. Another example innovative technology is Easytouch, a line of touch faucets that allow for water flow control without using hands, with a simple touch of the elbow or wrist.

In addition, footcontrol faucets are activated and stopped by a simple foot contact on the base unit, leaving the faucet perfectly clean. Finally, the Magnetic Docking function allows the detachable spray head to easily return to its original position.

Pure Freude
an Wasser

The GROHE logo consists of the word "GROHE" in a bold, white, sans-serif font, positioned above three white wavy lines that represent water. The entire logo is set against a dark blue square background.

The brand also presented its inventive water filtration system. Named GROHE Blue home, this system has a simple and intuitive mechanism and offers micro-filtered fresh, flat, or sparkling water directly from the faucet.

These products and technologies, available for sale in Morocco through GROHE's official resellers, embody the brand's five fundamental values of design, technology, quality, sustainability, and aim to enhance the user experience.

GROHE previously opened its North and West Africa regional office in Casablanca on March 22, 2022, thus confirming the importance of the Moroccan and African markets.

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability. Portfolio highlights such as the GROHE Eurosmart line or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system are the perfect embodiment of these values. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. To make everyday work easier for its professional partners, the brand also offers a comprehensive range of services, including the GROHE + loyalty program and GIVE – a training program for the next generation of installers. With water at the core of its business, GROHE contributes to LIXIL's corporate responsibility strategy with a resource-saving value chain: from CO₂-neutral* production, water- and energy-saving product technologies, the removal of unnecessary plastic in the product packaging, all the way to the launch of *Cradle to Cradle Certified*[®] products. With the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the [brand experience hub](#), physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to enhance LIXIL's purpose to "make better homes a reality for everyone, everywhere".

* includes CO₂ compensation projects, more on [green.grohe.com](https://www.green.grohe.com).

About LIXIL

LIXIL (TSE Code 5938) 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 55,000 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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