

## MEDIA ALERT

### **Sustainable handwashing – the benefits of a touchless faucet**

**Düsseldorf, October 2022.** This year Global Handwashing Day is on October 15<sup>th</sup>. What does this day mean today? The simple act of washing hands has changed in the last two years – from a simple routine to one of the most important aspects of people’s everyday lives. We have learned that intensive and thorough handwashing for at least 20 seconds provides optimal protection.<sup>1</sup> Besides hygiene, handwashing is now linked to another conscious decision: With rising energy prices, avoiding unnecessary hot water consumption is becoming increasingly important. GROHE, a leading global brand for bathroom solutions and kitchen fittings, offers insights into the benefits of touchless faucets and how they can upgrade hand washing routines in a truly sustainable way.

Anyone who wants to use water consciously may first think of washing their hands as quickly as possible. But there are more solutions than you think: For example, the choice of faucet can contribute to the reduction of household energy costs and improve hygiene at the same time. In this scenario, touchless faucets are a true all-rounder. While many public restrooms are already equipped with them, they offer great benefits for private households, too.

#### **Hygiene and Sustainability: How do you bring the two together?**

Especially when the children come home from school or guests are visiting, it is not always easy to keep the hygiene level high. With a touchless faucet, the first thing the hands touch is water – not the faucet. When washing your hands, it is easy to forget that the water is running. Even if you pay attention to it yourself, others may not do so quite as much. A touchless faucet turns on the water flow only when needed and turns it off automatically when hands are no longer in contact with the water. A focus on using only the amount that is really needed is the efficient way to go.

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<sup>1</sup> Centers for Disease Control and Prevention: When and how to wash your hands.  
<https://www.cdc.gov/handwashing/when-how-handwashing.html>

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.

With the GROHE Eurosmart hybrid faucet, it is up to everyone's personal choice: The variant combines the advantages of a manual faucet with those of a touchless one. The user can decide whether they want to operate the manual lever or turn on the water without contact, using the integrated sensor technology. The touchless operation is used for cold water – so no unnecessary hot water consumption when not needed – and manual for mixed. Thanks to the integrated temperature limiter, energy is saved, while GROHE EcoJoy technology reduces water consumption to 5.7l/min without compromising on performance. It can be this easy!

In terms of looks and aesthetics, too, touchless faucets are a real eye-catcher. GROHE offers several variants with different designs to suit any bathroom style. Consumers can choose from the Essence E, Bau Cosmopolitan E, Eurosmart Cosmopolitan E and Eurocube E collection.

+++ Additional information and press material can be found [here](#). +++

For more useful tips on how to save energy visit our digital experience platform [GROHE X](#).

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

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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 CO<sub>2</sub>-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

Pure Freude  
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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 CO<sub>2</sub> compensation projects, more on [green.grohe.com](https://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](https://www.lixil.com)

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