

PRESS INFORMATION

GROHE HONORS PLUMBING PROFESSIONALS IN MOROCCO

Casablanca, March 10 - GROHE, the global leading brand in complete bathroom and kitchen solutions, is celebrating World Plumbing Day for the second year in a row on March 11, and honoring professionals in the field in the countries where the company operates. This is an opportunity for GROHE to strengthen its support to the plumbing community and celebrate the important role they play in the sanitary ware industry, in Morocco and around the world.

Antoine Kaissar, Leader North & West Africa LIXIL EMENA, stated, *"GROHE is celebrating World Plumbing Day for the second time, and this year, in addition to raising awareness about the importance of the plumbing profession, we are paying tribute to Moroccan plumbers. Plumbers are technical specialists who are in daily contact with end-users, and it is important for us to support them in order to provide better service to our customers. We want to ensure that they can draw from GROHE's expertise to meet the needs of their clients."*

To celebrate this day in Morocco, GROHE is collaborating with the recently established National Plumbing Association this year, and is involving 100 members from the association. The event will be organized by the association and will be an opportunity to honor 20 retired Moroccan plumbers for their professional achievements. Last year, GROHE celebrated World Plumbing Day with the Mohammedia Plumbing Association during an event.

It should be noted that GROHE launched the GIVE program ("GROHE Installer Vocational Training and Education") in Morocco in October 2022. This innovative program aims to strengthen the capacities of installers and provide a better professional future for thousands of young people. The program aims to train 100 young people per year in the latest plumbing techniques and prepare them for high-level professional careers, either on their own or within industrial companies. **Antoine Kaissar** states, *"We are offering students a training and education program that will prepare them to become skilled plumbers and guide them further in their careers."*

Pure Freude
an Wasser



Furthermore, it should be noted that GROHE has always been committed to its ecosystem. This commitment is reflected in the initiatives launched by the brand to further improve the living conditions of populations, as well as in support of professional training.

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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.

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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