

PRESS RELEASE

GROHE Launches Regional Distribution Centre in Dubai Logistics City

Dubai, UAE; 9th June, 2022: GROHE, a leading global brand for complete bathroom and kitchen solutions, has launched its new MENA Regional Distribution Center (RDC). Located in Dubai Logistics City, the new facility will reduce transportation lead times for customers and support inventory ramp-up for new product launches.

GROHE is now one of the few brands in the region to use a local distribution center. Leveraging Dubai's strategic position between East and West, GROHE's newest RDC will serve as an ideal hub that will optimize operations and lead times between European and Asian production facilities, supporting the continued growth of the business in the region. In the MENA region, GROHE now has three such facilities in Dubai, Egypt and Turkey.

Operated by Kuehne+Nagel, global leaders in logistics, the RDC is powered by renewable energy through solar panels. The state-of-the-art facility was inaugurated in the presence of Jonas Brennwald, Leader, LIXIL EMENA, as well as other top executives representing the GROHE brand.

Renu Misra, Leader MENA, LIXIL EMENA, said: "It gives me great pleasure to see our new MENA Regional Distribution Center in Dubai in operation. As one of the most sustainable brands in the sanitary industry, we are aware of our responsibility in making a positive impact on climate change mitigation through our business operations, products and services. Our new MENA RDC will contribute to region's green ambitions and mission for sustainability."

Lee l'ons, Regional Director, Kuehne+Nagel, said: "At Kuehne+Nagel, we are committed to reaching our ambitious goals of reducing our carbon footprint, embracing renewable energy, and supporting our partners and customers with sustainable logistics solutions. This new warehouse for GROHE is a testament to our commitment to operating sustainably and supporting the reduction of CO₂ emissions, while supporting our partners' business expansion."

Technology, innovation, design and sustainability are at the heart of the GROHE brand. All eight of LIXIL fittings plants as well as the German logistics centers are CO₂-neutral*. As part of its "Less Plastic Initiative" GROHE has removed all unnecessary plastic from its product packaging, saving 37 million plastic items per year.

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

-

- END -

Photocaptions:

1-3: During the ribbon cutting ceremony for GROHE's new RDC led by Jonas Brennwald, Leader, LIXIL EMENA
4-6: During the media event ceremony by GROHE to announce its new RDC in Dubai

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

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.

"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

PRESS CONTACT

Gita Ghaemmaghami, Leader Communications and CR MENA, LIXIL EMENA
Gita.ghaemmagham@grohe.com
Mobile: +971554376534