

Pure Freude
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GROHE

WELCOME TO YOUR NEXT LEVEL KITCHEN EXPERIENCE WITH GROHE



THE MODERN KITCHEN – A MULTIFUNCTIONAL LIVING SPACE AND HEART OF OUR HOME



The boundaries between the kitchen and living room are dissolving.

The kitchen has become the true heart of our home, being a multi-functional living space that is no longer clearly separated from the living room. This trend of dissolving the boundaries between the kitchen and the living room has even accelerated during recent months, when working from home and home schooling have increasingly taken place at the kitchen table. These new circumstances have led to new requirements for the modern kitchen with the aim of creating both an aesthetic and culinary hot spot. As a leading global brand for innovative kitchen fittings, GROHE has responded to the new requirements and offers complete kitchen solutions for one of the busiest places in the kitchen – the 60 cm around the sink.

CONSUMER-CENTRIC SOLUTIONS – INVENTING PRODUCTS THAT REALLY MATTER

At GROHE, every product development and design process starts with consumer-centric thinking and a deep understanding of consumers' needs with the aim of creating innovative products that make everyday kitchen tasks easier. In the busy kitchen, the faucet is one of the most frequently used touchpoints and its design and functionality can make a real difference. Thanks to its intuitive push-and-turn operation, the GROHE SmartControl kitchen faucet enables a completely new user interaction and thus enables a new cooking experience with more comfort, more hygiene and more fun.

To start the water flow, the user pushes the button. By turning the button, the amount of water can be precisely adjusted from the water-saving eco-flow to the powerful jet stream. To select the water temperature, turn the valve at the body gently to the left or right. The smart kitchen helper is rounded off by the flexible pull-out mousseur head.

For even more convenience, the faucets are also available with two spray types. By pressing the button of the SmartControl Dual Spray faucets, the user can switch to shower spray and back again to the laminar or mousseur position.

The GROHE SmartControl range offers products for every taste and kitchen scheme: Consumers can choose from three designs (Minta, Essence and Zedra) and up to ten different colors and finishes from the GROHE Colors Collection.



The water can also be activated with the elbow and wrist – ideal for moments when both hands are busy or not clean.



GROHE Minta SmartControl faucet in "Polished Hard Graphite" with matching brushed PVD sink



GROHE Essence SmartControl faucet in "Brushed Warm Sunset" with matching brushed PVD sink



GROHE Zedra SmartControl faucet in "SuperSteel" with matching brushed PVD sink

For detailed information on the GROHE SmartControl kitchen faucet please visit the following [link](#).

CURATED KITCHEN CONCEPTS – THE PERFECT MATCH FOR A HARMONIC KITCHEN DESIGN

To easily create a harmonious kitchen design, GROHE offers coordinated kitchen concepts from one single source. GROHE sinks are designed to be a truly perfect match in form and function: Not only do they fit any type of kitchen scheme, but they can also be effortlessly combined with GROHE kitchen faucets. Matching the SmartControl range, GROHE offers a selection of undermounted sinks (including K200, K400, K500 and K700 product lines)* which are available in different colors – for example "SuperSteel", "Brushed Cool Sunrise", "Brushed Hard Graphite" and "Brushed Warm Sunset" – to create a stunning design statement for the entire kitchen.

*the PVD sinks are exclusively available in kitchen studios and kitchen showrooms

The PVD technology originally stems from space engineering and has opened new possibilities for product finishes. For our SmartControl faucets this means being three times harder than chrome and ten times more resistant to scratches. This not only guarantees a brilliant color spectrum, but also allows faucets to withstand the toughest demands of everyday kitchen use.

For detailed information on GROHE PVD kitchen sinks, please visit the following [link](#).



A perfect match: of GROHE PVD sink and GROHE Essence SmartControl in "Brushed Hard Graphite", "Brushed Warm Sunset" and "SuperSteel".

EASY KITCHEN UPGRADE – ACHIEVE A LOT WITH A LITTLE

Optimizing the kitchen does not always have to mean completely replacing it. You can achieve a great effect with just a few simple steps. One of the most underestimated elements in kitchen planning is the faucet which should ideally combine consumer-oriented features with outstanding design for a next level kitchen experience.

"The demands on modern kitchens have changed a lot and consumers are seeking to upgrade their culinary spaces in terms of design and functionality, making everyday kitchen tasks more comfortable and more fun. With the GROHE SmartControl kitchen faucet, a convenient design statement enters into our kitchens, offering a complete new operation and cooking experience."

– Patrick Speck, Leader LIXIL Global Design EMENA.



To download high-resolution images please use the following [link](#).

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