

# REINVENTION OF AN INSTALLER ICON FUNCTIONAL DESIGN TO MEET INDIVIDUAL CUSTOMER NEEDS

In an increasingly individualized world, customers are seeking to create a living environment that adapts to their needs and perfectly fits their lifestyle. Young or old, needs are constantly changing. Therefore, finding a matching solution can be a hassle – for homeowners, architects, and installers alike.

With the relaunched Eurosmart line GROHE reinvented an established bestseller for the bathroom and kitchen and added new variants. While they have a lot in common – **easy installation, great functionality, and modernized design** – they still directly relate to people's diverse needs and serve individual purposes.

## ALL-TIME FAVORITE: EUROSMART IN THE BATHROOM

With the relaunch of the Eurosmart bathroom faucet, GROHE demonstrates innovation leadership with completely new product variants. The different **lever variants** directly relate to people's lives and are a perfect reflection of GROHE's human-centric design approach. This also includes installers. The evolution of the Eurosmart line is focused on the creation of purpose-driven products and is carried out with dedicated use cases in mind:

### PROVIDING HEALTH AND SAFETY BENEFITS FOR ALL GENERATIONS

The Eurosmart **loop lever**, for example, simplifies gripping thanks to the cut-out center. This makes the product variant ideal for people with limited motor skills and for care homes, allowing everyone to live as independently as possible for as long as possible.



GROHE Eurosmart loop lever



GROHE Eurosmart with extra-long lever

### EXTRA HYGIENE FOR THE MEDICAL FIELD

The Eurosmart variant for the health sector is equipped with an **extra-long lever** which enables staff in hospitals to operate the faucet with their elbow, thereby minimizing the contact with surfaces.

### ADDITIONAL VARIANTS FOR ULTIMATE FLEXIBILITY

The Eurosmart hybrid variant offers additional advantages when it comes to comfort and hygiene. It combines the advantages of a manual and a touchless faucet. Users can decide whether they want to use the manual lever or use touchless technology by activating the water flow via the integrated sensor. By using the infrared sensor control the faucet is only using cool water supply which is optimal for washing hands while saving valuable energy.



GROHE Eurosmart hybrid faucet



GROHE Eurosmart faucet pull-out

For extra comfort the **pull-out spout** variant offers full flexibility – perfect for washing hair or cleaning the basin.

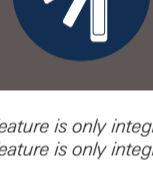


**Health and safety with GROHE TripleCore:** Thanks to its innovative zinc die casting process at the LIXIL plant in Klaeng, Thailand, one of the most sustainable plants in South East Asia, the faucet offers safe water enjoyment. Not only is the **surface of the faucet seamlessly closed** so that impurities cannot enter, there are also dedicated inner waterways to make sure that the **water does not get in contact with lead and nickel** within the faucet. Above that these inner waterways have no contact to the body material which result in a **barrier between hot water and the external surface to avoid scalding on hot surfaces**. Thus, extra safe, especially for households with children.



### EXTRA WATER- AND ENERGY SAVING VARIANTS FULFILL THE NEEDS OF MODERN PROJECTS AND ENABLE A CONSCIOUS USE OF RESOURCES:

By restricting the water flow, product variants with **GROHE EcoJoy** and **LowFlow<sup>1</sup>** technology support consumers with a more sustainable water consumption.



With **GROHE SilkMove ES**, product variants support the saving of energy and water. Thanks to the cold start technology, the mid-lever position only provides cold water, thereby reducing wastage of hot water and saving precious water and energy.<sup>2</sup>

<sup>1</sup> This feature is only integrated in Eurosmart product variant 23974003.  
<sup>2</sup> This feature is only integrated in specific Eurosmart product variants like 23969003 or 2339330E.

## COMPLETE BATHROOM SOLUTIONS

The GROHE Eurosmart product portfolio offers for convenient and modern bathroom planning in a few simple steps. In line with the perfect match philosophy GROHE offers with Euro a matching ceramic range to the Eurosmart bathroom faucets which enable professionals to provide complete bathroom solutions from one single source: From the wash basin to the toilet, the bidet and the urinal – the range perfectly harmonizes with the faucets for the wash basin as well as for the bath tub or shower in form and function to create holistic bathroom concepts. Furthermore the **GROHE Essential accessoires** can round the coordinated Eurosmart bathroom up.



GROHE Eurosmart bathroom: Eurosmart S-size loop lever basin mixer, toothbrush holder, double towel bar, Eurosmart bathtub mixer and Tempesta 100 (hand shower)

## HANDS ON SPACE: KITCHEN

When planning a kitchen, the most important aspect is that it truly fulfills the needs of the people who use it. For the customer consultation it is thus helpful to have a wide selection. GROHE Eurosmart for the kitchen is now available in **eight variants with three different heights**, in a **U- or C-shape** and as a **wall-mounted faucet** and were designed to serve different use cases:

For customer projects with small kitchen spaces the low-spout variant is the optimal solution, as it is **compact and functional**. The swivel-spout offers flexibility and an extra pull-out variant allows more comfort when rinsing vegetables in the sink.



GROHE Eurosmart pull-out spout, in Chrome

GROHE Eurosmart medium spout, in Chrome



GROHE Eurosmart high U-spout, in SuperSteel

The Eurosmart high spout faucets comes in a U- or C-shape as well as wall-mounted and are a perfect fit for bigger kitchen spaces. The size offers optimal comfort for the customer when filling in larger pots. For all variants installers and planners can offer customers further choices with **two different finishes: a brilliant Chrome and a matte SuperSteel**, both with an easy to clean and scratch-resistant surface.



### SAFE WATER CONSUMPTION

With **GROHE Zero** there is no contact of the water with **lead and nickel** within the faucet thanks to isolated inner waterways that ensure extra safe water consumption.<sup>2</sup>

<sup>2</sup> This feature is only integrated in specific Eurosmart product variants



### INSTALLATION HAS NEVER BEEN SO EASY

Thanks to the practical **GROHE FastFixation Plus** system, the installation of GROHE Eurosmart is particularly easy and quick. Due to the tool-free and pre-assembled fitting, installation is fast and hassle-free.<sup>3</sup>

To complete the 60 centimeters surrounding the kitchen faucet by one single source, GROHE offers matching sinks and waste systems. GROHE Eurosmart kitchen faucets are perfectly complemented in design and function by the stainless steel sink lines K200 and K400 and undermount solutions. For customers who prefer a stylish dark sink, both sink series are also available as composite sinks in granite gray and granite black.



GROHE Eurosmart medium spout, in Chrome



GROHE K400 stainless steel sink



GROHE K400 Composite sink

You can download high-resolution images of GROHE Eurosmart for kitchen and bathroom via the following [link](#).

## GROHE

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