

FACTS & FIGURES

The Covid-19 pandemic presented GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, with a new communication challenge the brand has never experienced before: As opportunities for face-to-face meetings with its main target groups were limited, **GROHE embraced the new normal** and digitized its brand experience by launching **GROHE X** in March 2021. As the **industry's first digital platform with tailored content** carefully curated for different target groups, GROHE X offers professional business partners and end-consumers the unique opportunity of immersing themselves in the world of GROHE thanks to **informative and inspirational multimedia content formats**.



INSTALLERS



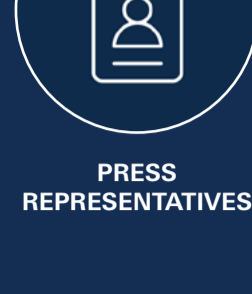
ARCHITECTS,
DESIGNERS &
PLANNERS



RETAILERS



END-CONSUMERS



PRESS
REPRESENTATIVES

GROHE X EXPERIENCE PLATFORM TURNING TARGET GROUPS INTO COMMUNITIES

GROHE X offers all target groups a **central, always-available brand hub** to get inspired but also to interact with the brand itself – wherever and whenever needed. Its offerings are as diverse as the brand's innovative product portfolio: Whether an installer is looking for **how-to videos**, an industry customer wants to know more about the **current trends in the sanitary business**, an architect is **seeking inspiration**, or an end-consumer is searching for **cutting-edge product solutions** for their own home – GROHE X includes all of this. It serves as a virtual event location, showroom, training center and communication and content hub. Looking back on the first year, the visionary idea of developing GROHE X proved to be a **complete success**.



EVENTS

Keynotes, panel talks or product presentations tailored to the needs of GROHE's business partners.



HOW TO

Helpful tips and tricks on how to install the latest GROHE products.



WOW OF THE WEEK

Future trends, extraordinary projects – stories that have wowed the brand lately.



A GLASS OF WATER WITH

Introduction to the people behind the brand.



DID YOU KNOW

Educational and entertaining motion graphic videos on current topics.



PEOPLE, PLACES & EVENTS

Meeting the right people, at the right place and at the right time.



360° LIVING SPACES

Virtual rooms help target groups to immerse themselves in GROHE's product portfolio.



STORIES

Behind-the-scenes stories about GROHE's products, initiatives and partners from around the globe.

FAVORITE CONTENT FORMATS

HOW TO



THE EFFORT PAYS OFF AN AWARD-WINNING CUSTOMER-CENTRIC APPROACH

In its first year, GROHE X was awarded numerous industry prizes underlining GROHE's role as a thought leader in the sanitary industry.



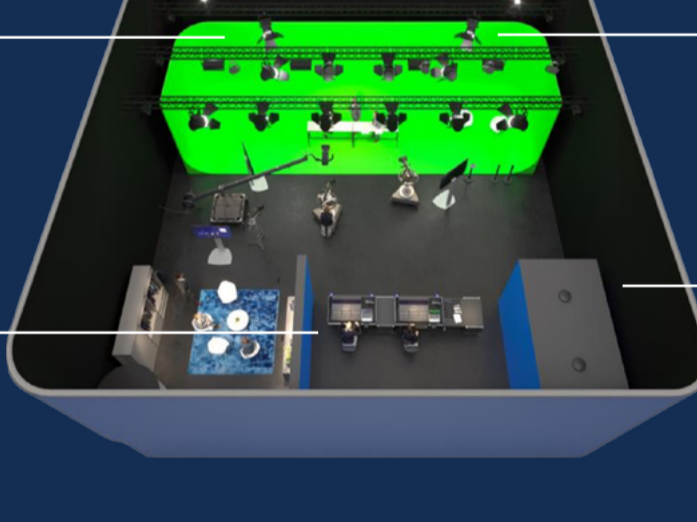
GROHE X STUDIOS TAKING A LOOK BEHIND THE SCENES

Parts of these inspiring content formats are being produced in the new **GROHE X Studios** which are part of the **GROHE X Brand & Communication Experience Center** in the German town of Hemer – the birthplace of the GROHE brand. The GROHE X Studios comprise **three fully functional studios** and **two additional spaces** in which the production of content, digital and hybrid events as well as training take place. Equipped with a **state-of-the-art green-screen technology**, Studio 5 is the centerpiece of the GROHE X Studios offering numerous opportunities for producing high-quality content – not only for GROHE's own channels. The studios will also be available to GROHE partners who can use the equipment for joint productions.



14x6m

GREEN BOX
WITH A HEIGHT OF
4 METERS



90 liters

OF PAINT
WERE USED FOR
THE GREEN SCREEN

16x16m

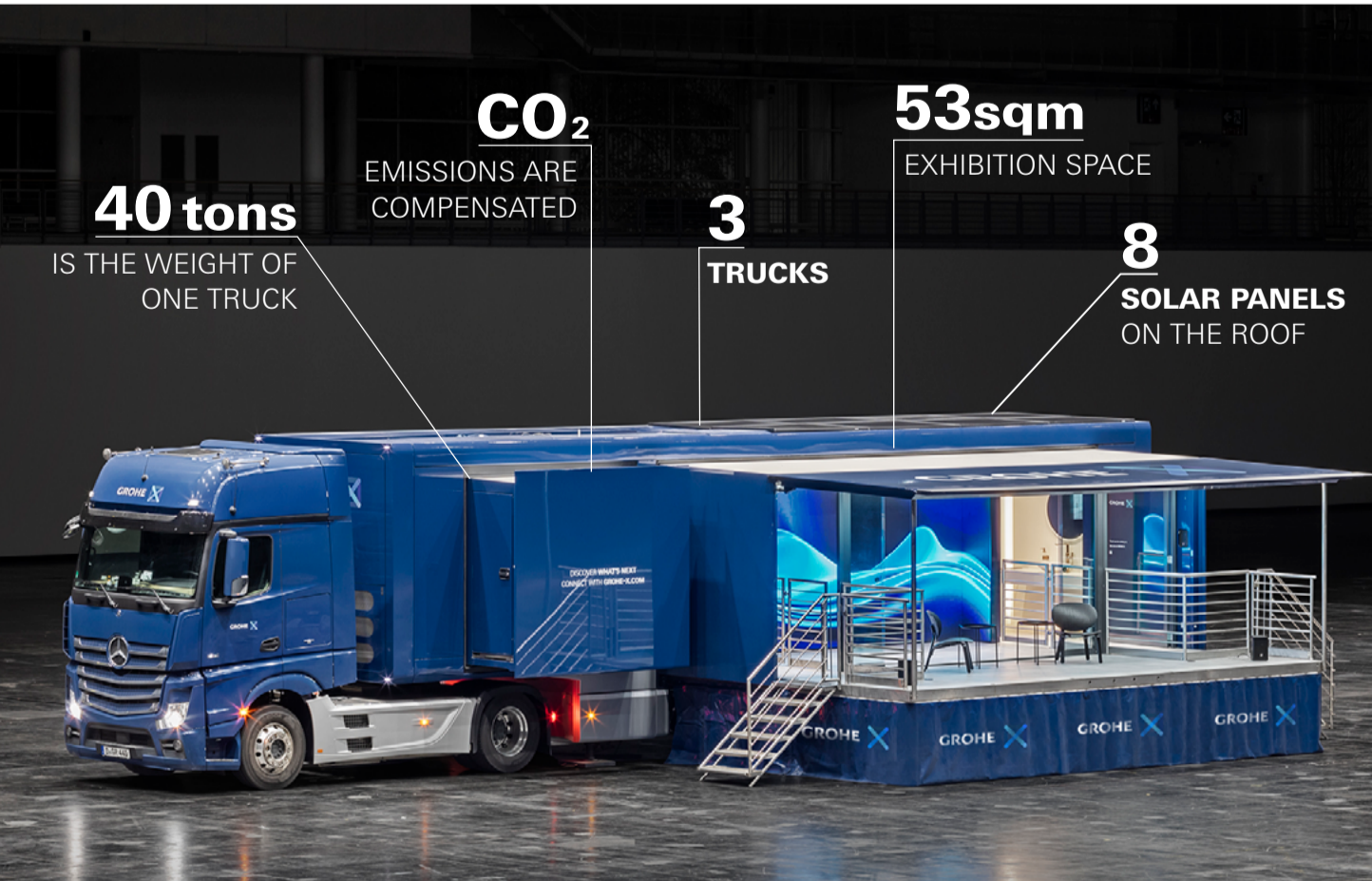
GROUND SPACE

2,160sqm

ACOUSTIC WALL
LAYERS OF
MOLLETON

GROHE X MOTION TRUCKS THE FUTURE OF COMMUNICATION IS HYBRID

Besides the GROHE X platform and the GROHE X Studios, the new **GROHE X Motion Trucks** complement the GROHE X experience – **combining the physical and digital sphere**.



GROHE X ON THE ROAD TAKING A CLOSER LOOK INSIDE

The **GROHE X Motion Trucks** are equipped with the **latest technology** allowing customers to fully immerse themselves in the world of GROHE. Thanks to a **physical and digital exhibition space** with a large LED screen, four fully customizable touchscreens, two augmented and virtual reality stations, and changeable product areas, the GROHE X Motion Trucks are much more than just a **mobile showroom**. Rather, they serve as an ideal location for **hybrid events and key notes, interviews and panel talks** as well as for **product launches and training**.



5.5 x 2.5m LED screen for on-site content production

53sqm physical and digital exhibition space

2 virtual reality and 2 augmented reality stations

A GLIMPSE INTO THE FUTURE THE SUCCESS CONTINUES

The GROHE X success story does not end here. **Being on top of innovation**, GROHE is continuously coming up with ideas on how GROHE X can be further developed during the pandemic and beyond, e.g. with **additional content formats**.

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