

GROHES SUSTAINABILITY SUCCESS STORY

FROM 1999 TO 2023

Pure Freude
an Wasser



2023

December GROHE X PODCAST - TOGETHER FOR SUSTAINABILITY

Digital platform GROHE X launches first podcast with focus on sustainability.



September GROHE ANNOUNCES ITS WATER-RECYCLING SHOWER CONCEPT

GROHE Everstream, which will be launched in spring 2024, cleans, reheats and reuses water. Depending on the individual showering habits, the user can shower with only a quarter of the water and a third of the energy typically required by traditional showers.

GROHE aims to have all its concealed showers water-recycling-ready by 2030.



May LESS PLASTIC INITIATIVE

Removing of all unnecessary plastic in product packaging leads to saving of around 37 million plastic items per year.



April OPENING OF NEW SOLAR PARKS

Reduction of the production plants' CO₂ emissions in Hemer, Lahr and Albergaria/Portugal thanks to solar parks.



GIVE PROGRAM

The "GROHE Installer Vocational Training and Education" (GIVE) Program collaborates with over 60 plumbing schools across EMENA to improve the training and help tackling the shortage of skilled workers.



GROHE PUBLISHES ITS 3RD SUSTAINABILITY AWARD



50 SUSTAINABILITY & CLIMATE LEADERS

As part of the global initiative, GROHE is driving sustainability transformation based on the 17 UN Sustainable Development Goals.



LIXIL GOES ZERO

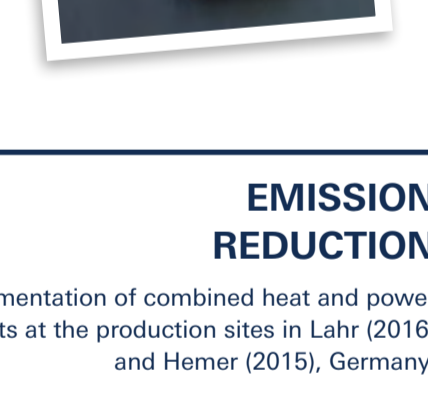
All eight plants in LIXIL International's fittings production portfolio achieve CO₂-neutrality¹.



LESS PLASTIC INITIATIVE

GROHE initiates a project team to pursue the goal of plastic-free packaging.

TOP 3 GERMAN SUSTAINABILITY AWARD "MOST SUSTAINABLE BIG COMPANIES"



EMISSION REDUCTION

Implementation of combined heat and power plants at the production sites in Lahr (2016) and Hemer (2015), Germany.

TOP 5 GERMAN SUSTAINABILITY AWARD "MOST SUSTAINABLE BIG COMPANIES"



FORMATION GROHE SUSTAINABILITY COUNCIL

An interdisciplinary team advises the Executive Board on all strategic sustainability activities.

TOP 3 GERMAN SUSTAINABILITY AWARD "RESOURCE EFFICIENCY"



INTRODUCTION GROHE SUSTAINABILITY TROPHY

An internal competition between all GROHE plants considering Environmental Management, Energy Management and Health & Safety Management.

LAUNCH GROHE BLUE

Chilled, filtered and carbonated water straight from the kitchen tap which allows a four-person household to save 800 single-use plastic bottles per year².



DIN EN ISO 14001 CERTIFICATION

This is the leading international system standard for environmental management systems. GROHE has been continuously certified according to this standard since 2003.

2022

December WATER IN ITS PUREST FORM

The advanced filter options of the GROHE Blue Pure watersystem improve the quality of local water by eliminating unwanted particles or even remineralizing with zinc, silicate or magnesium.



2022

August LAUNCH OF FIRST ENVIRONMENTAL PRODUCT DECLARATIONS (EPDS)

EPDs for over 750 products are available.



2022

May CRADLE TO CRADLE CERTIFIED®-GROHE BLUE FILTERS

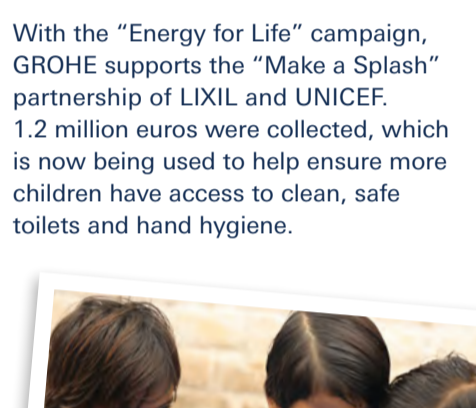
GROHE Blue filters, supplied by our partner BWT, receive Cradle to Cradle Certification at the Bronze level. GROHE collects the used filters and passes them on to BWT, where 99% of materials are recycled.



2022

March „MADE FOR YOUR WATER“- CAMPAIGN

Together with everwave, GROHE collects 1 kg of waste for every GROHE Blue water system sold.



2021

„ENERGY FOR LIFE“ - CAMPAIGN

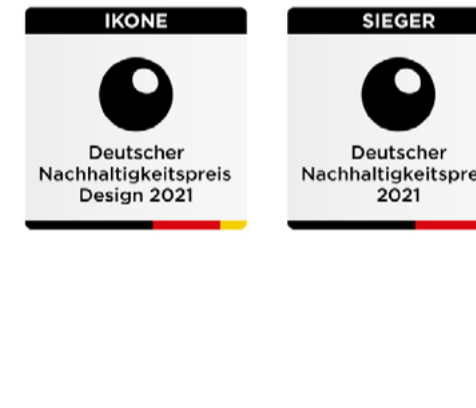
With the "Energy for Life" campaign, GROHE supports the "Make a Splash" partnership of LIXIL and UNICEF. 1.2 million euros were collected, which is now being used to help ensure more children have access to clean, safe toilets and hand hygiene.



2021

CRADLE TO CRADLE CERTIFIED®-PRODUCTS

Four best-selling GROHE products are Cradle to Cradle Certified® at the Gold level, marking a new milestone in the brand's commitment to circular economy.



2020

DOUBLE WINNER GERMAN SUSTAINABILITY AWARD

in the categories "Resources" and "Design" for the water system GROHE Blue



2020

START COOPERATION EVERWAVE

Joint mission to tackle the plastic waste problem.

LIXIL COMMUNITY DAY PARTICIPATION RECORD

15,000 employees from 33 countries took part in social contribution activities.



B.A.U.M.- ENVIRONMENTAL AND SUSTAINABILITY AWARD



TOP 3 GERMAN SUSTAINABILITY AWARD "MOST SUSTAINABLE BIG COMPANIES"

2019

CSR AWARD OF THE GERMAN FEDERAL GOVERNMENT



2016

1ST GRI-SUSTAINABILITY REPORT

GROHE publishes its first external Sustainability Report.



TOP 3 GERMAN SUSTAINABILITY AWARD "MOST SUSTAINABLE BIG COMPANIES"

2015

LAUNCH GROHE SILKMOVE ES

The faucet is designed to save energy and CO₂. With the cold water start in mid-lever position, the technology prevents unnecessary use of hot water and saves energy.



2013

LAUNCH GROHE ECOJOY

A flow restrictor reduces water consumption from 10 up to 5,7 litres per minute without compromising on performance.



2011

GROHE ENVIRONMENTAL POLICY

GROHE committed itself to a 360-degree sustainability strategy that equally encompasses products, processes, employees, customers, suppliers and social responsibility.

2009

2003

2000

1999

FOUNDING OF CENTRAL ENVIRONMENTAL MANAGEMENT

FIND MORE INFORMATION ON GROHE'S SUSTAINABILITY ENGAGEMENT AT: www.grohe-x.com/sustainability

¹Includes also CO₂-compensation projects, more on <https://www.grohe-x.com/en/inspiration/article/lixil-goes-zero>
²Environmental Action Germany (DUH), <https://www.duh.de/mehrweg-klimaschutz0/einweg-plastikflaschen/>