

SUSTAINABILITY AT GROHE

Pure Freude
an Wasser



GROHE is a leading global brand for full bathroom solutions and kitchen fittings. Striving for the highest levels of sustainability is an integral and essential part of GROHE's DNA and, in addition to quality, technology and design, the brand's core value. GROHE consistently pursues a 360-degree sustainability approach that incorporates employees, suppliers, customers, processes, products and social responsibility in equal measure.

In the field of sustainability, GROHE identified its essential areas of activity over 20 years ago back in 2000, based on various fundamentals like the 16 principles for sustainable development of the International Chamber of Commerce (ICC) in 1992.



LIXIL'S THREE STRATEGIC CR PILLARS

As part of LIXIL, GROHE's sustainability strategy is based on LIXIL's Three Strategic CR Pillars in connection to the UN Sustainable Development Goals (SDGs).

GLOBAL SANITATION & HYGIENE



SANITATION FOR ALL

By 2025, improve the livelihood of 100 million people through sanitation and hygiene initiatives.

WATER CONSERVATION & ENVIRONMENTAL SUSTAINABILITY



ZERO CARBON AND CIRCULAR LIVING

By 2050, achieve net-zero carbon emissions, preserve water and natural resources in operations, housing and lifestyle solutions for future generations to become a leading company in environmental sustainability.

DIVERSITY & INCLUSION



INCLUSIVE FOR ALL

By 2030, embed a culture of inclusion across LIXIL and achieve key gender equity goals. Leverage the knowledge and perspectives of a diverse employee base as the driving force for growth and innovation, contributing to making better homes a reality for everyone, everywhere.



TOGETHER FOR A BETTER TOMORROW – GROHE SUSTAINABILITY INITIATIVES



LIXIL GOES ZERO

Since 2020 all eight LIXIL fittings plants, including the plants in Hemer, Lahr, Porta Westfalica (all Germany), Albergaria (Portugal) and Klaeng (Thailand) along with Jiangmen (China), Danang (Vietnam) and Monterrey (Mexico) as well as the German logistics centres of the GROHE brand are CO₂-neutral*. In 2021, the GROHE outbound logistics became CO₂-neutral*.

* Includes also CO₂-compensation projects, more on [green.grohe.com](https://www.green.grohe.com)



LESS PLASTIC INITIATIVE

GROHE contributes to tackling the global plastic waste problem with its Less Plastic Initiative. This encompasses the water system GROHE Blue which makes plastic bottles a thing of the past; the ambition to eliminate plastic from product packaging and the collaboration with the NGO *everwave*.



GIVE PROGRAM

GROHE's Installer Vocational Training and Education (GIVE) program collaborates with institutions offering plumbing training across EMENA. GIVE supports schools in creating a uniform approach with modern equipment, training material and a written examination, enabling the student a hands-on education.

EVERY DROP COUNTS – GROHE'S RESOURCE-EFFICIENT TECHNOLOGIES

1 | GROHE SENSIA ARENA

SAVES UP TO 15 KG OF TOILET PAPER EACH YEAR PER PERSON¹
The hygiene principle of the shower toilet is similar to the idea of hand washing and combines the advantages of a toilet and a bidet.

2 | GROHE CERAMICS

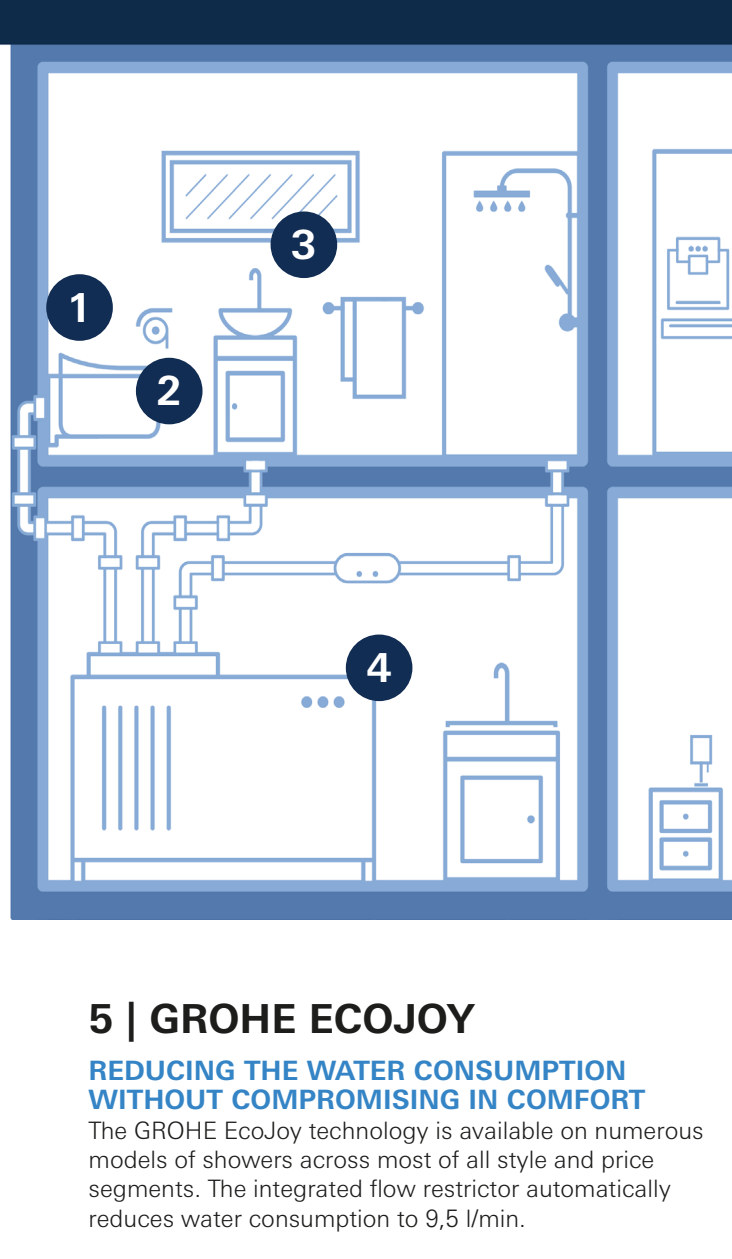
DECREASE OF HIGH CLEANING EFFORTS
Sensia Arena's Triple Vortex Flush is exceptionally thorough and effective. Other GROHE ceramics are available with the special surface GROHE Pure Guard: Long-lasting ions with an anti-bacterial effect prevent bacteria growth.

3 | GROHE SILKMOVE ES

PREVENTS UNNECESSARY WARM WATER USAGE
The starting point of the lever in the mid-position only allows the flow of cold water and prevents unnecessary hot water consumption, which saves energy. For an apartment building with 1,000 units, over 27,000 € can be saved per year.²

4 | GROHE SENSE AND GROHE SENSE GUARD

SAVE UP TO 10% OF WATER EACH YEAR
The smart water security system detects leaks and avoids water damage.



5 | GROHE ECOJOY

REDUCING THE WATER CONSUMPTION WITHOUT COMPROMISING IN COMFORT
The GROHE EcoJoy technology is available on numerous models of showers across most of all style and price segments. The integrated flow restrictor automatically reduces water consumption to 9,5 l/min.

6 | CRADLE TO CRADLE CERTIFIED® GOLD TEMPESTA SHOWER RAIL SET

DESIGNED FOR CIRCULAR ECONOMY
The fitting is designed and manufactured in such a way that at the end of its life the components can be used to create new products, thus reducing waste and resources.

7 | GROHE THERMOSTAT WITH ECOBUTTON

MAINTAINING A CONSTANT TEMPERATURE WHILE SAVING WATER
The GROHE EcoButton reduces the water flow, resulting in savings of up to 50% of water without compromising on the shower quality. By simply pushing a button, users can increase the water volume if they want to. With this extra step, GROHE aims to make users aware of their actions and try to nudge them towards a more sustainable water consumption.

8 | GROHE TOUCHLESS FAUCETS

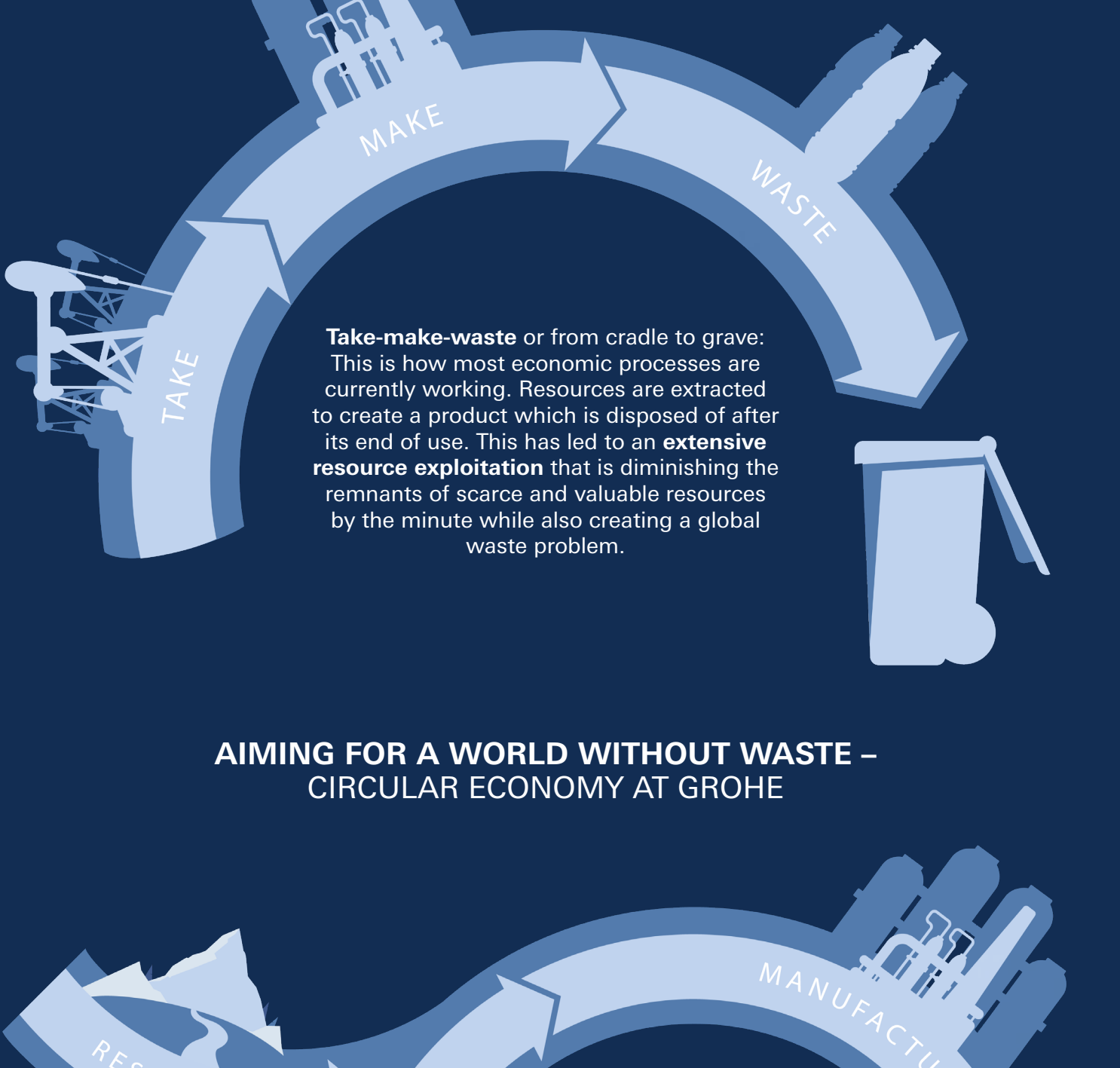
UP TO 70% REDUCTION IN WATER CONSUMPTION
Water only flows when needed since the mixer switches off, whenever the user retracts the hands from underneath the faucet, for example during soaping, or after a pre-set time. This is also a plus for hygiene!

9 | GROHE BLUE

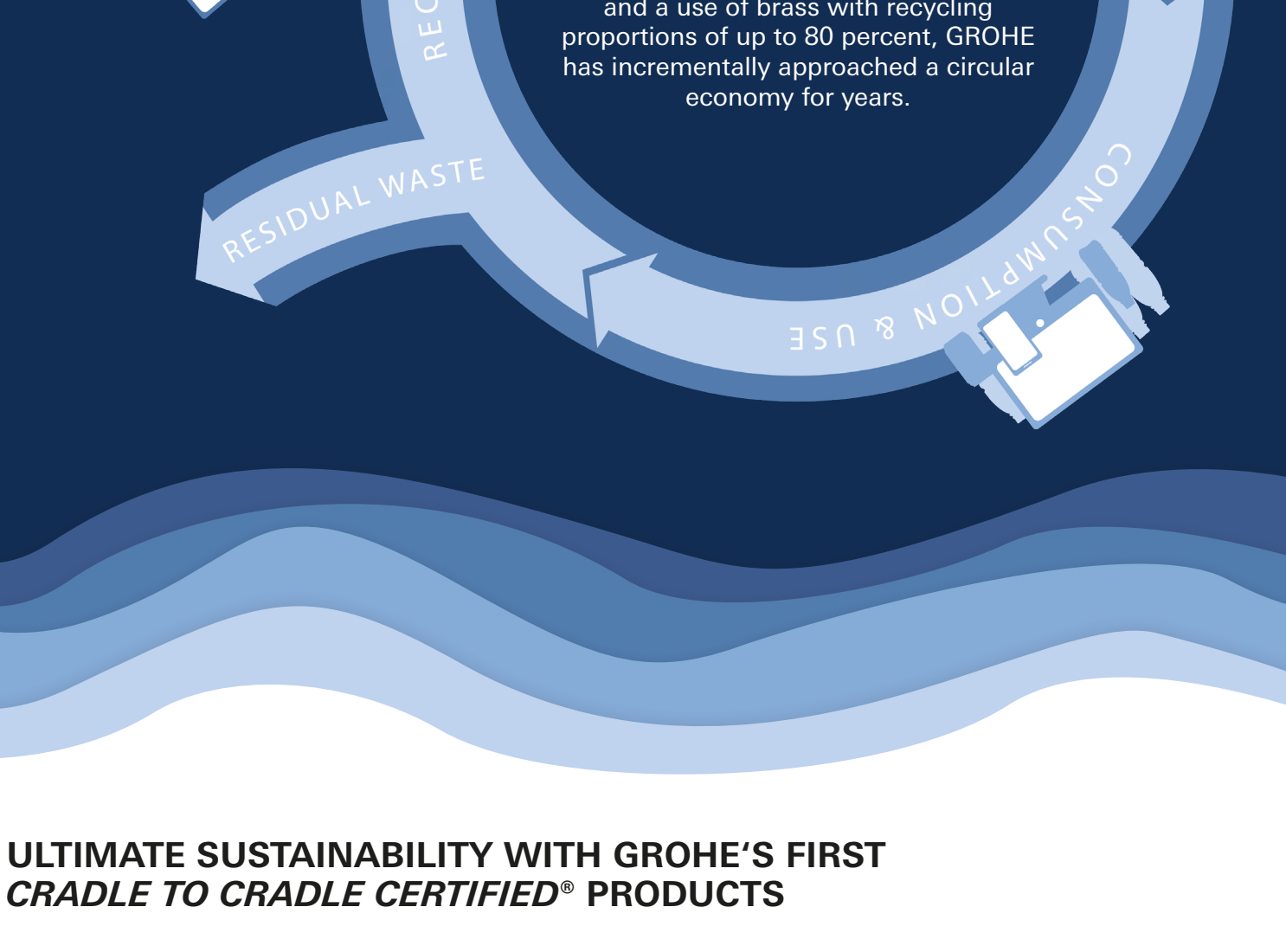
SAVES AROUND 800* SINGLE-USE PLASTIC BOTTLES EACH YEAR³
The water system provides sparkling, medium and still water that is filtered and chilled directly from the kitchen tap.

¹WWF, Hygiene Paper, 2020
²Calculation basis: 1,000 apartments with one basin for family of four
³DUH 2019, www.duh.de/mehrweg-klimaschutz/0/einweg-plastikflaschen
*based on a family of four

SUSTAINABILITY IS THE FUTURE – REDUCING RESOURCE CONSUMPTION AND POLLUTION FOR A HEALTHY PLANET AND SOCIETY



AIMING FOR A WORLD WITHOUT WASTE – CIRCULAR ECONOMY AT GROHE



ULTIMATE SUSTAINABILITY WITH GROHE'S FIRST CRADLE TO CRADLE CERTIFIED® PRODUCTS

This circular model is the basis for the Cradle to Cradle® design concept. Here products are designed and manufactured with the intent of using its components in its end-of-life-phase for the creation of new products.

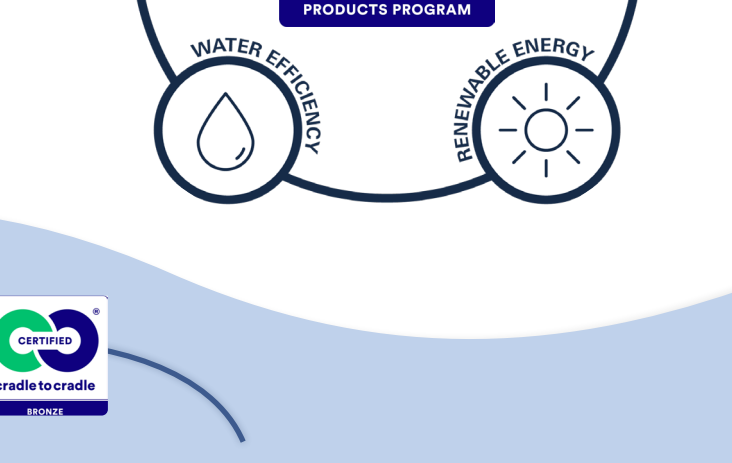
GROHE launched four best-selling products as *Cradle to Cradle Certified®* variants, which achieved the Gold Product Standard.



The *Cradle to Cradle Certified®* Product Standard is the world's leading science-based and rigorous norm for designing and manufacturing safe, circular and responsible materials and products. Find more information [here](https://www.cradletogether.com).

To achieve a certification, a product is evaluated in terms of the following five categories: material health, material reutilization, renewable energy, water stewardship, and social fairness.

Each product is then designated a level of achievement: basic, bronze, silver, gold, or platinum.



The GROHE Blue filters of our supplier BWT are *Cradle to Cradle Certified®* at the Bronze level. GROHE collects the used filters and passes them on to BWT, where 99% of materials are recycled.



Further reduction of a buildings' carbon footprint: The sustainability benefit of the two faucets, GROHE Eurosmart and GROHE BauEdge, is enhanced with the SilkMove ES technology, where ES stands for energy-saving. The technology prevents the unnecessary use of hot water by supplying only cold water with the faucet lever in the middle position.

Emissions from buildings and construction constitute almost 40% of global carbon emissions*.

*European Commission, 2020



GROHE's engagement and achievements in sustainability have been honored with a double-win of the German Sustainability Award 2021 in the category "Resources" and with the water system GROHE Blue in the category "Design Icons".

Find more information about GROHE's sustainability engagement on www.green.grohe.com