

Pure Freude  
an Wasser



# SUSTAINABILITY AT GROHE

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 from housing and lifestyle solutions as well as operations, and become a leading manufacturer based on a model that preserves water and natural resources for future generations.

### DIVERSITY & INCLUSION



#### INCLUSIVE FOR ALL

By 2030, embed a culture of inclusion across LIXIL and achieve key gender equity goals. By 2030, ensure all products and services\* are based on LIXIL's Universal Design concept.



\*Products and services in Japan (as of August 2019)

## TOGETHER FOR A BETTER TOMORROW – GROHE SUSTAINABILITY INITIATIVES



### LIXIL GOES ZERO

Since the beginning of 2021 all eight plants in LIXIL International's fittings production portfolio are now carbon neutral\*. The plants in China, Vietnam and Mexico joined the other fittings plants in Hemer, Lahr, Porta Westfalica (all Germany), Albergaria (Portugal) and Klaeng (Thailand) which achieved carbon neutral production in April 2020.



### LESS PLASTIC INITIATIVE

In 2018, GROHE launched its initiative to replace plastic in product packaging with sustainable alternatives. Until June, approximately 32 million items of plastic packaging could be eliminated; by the end of 2021, this figure is to be significantly increased to up to 35 million.



### 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.

\*Includes also CO<sub>2</sub>-compensation projects, more on [green.grohe.com](https://www.green.grohe.com)

## EVERY DROP COUNTS – GROHE'S RESOURCE-EFFICIENT TECHNOLOGIES

### 1 | GROHE SENSIA ARENA

**SAVES UP TO 15 KG OF TOILET PAPER EACH YEAR**  
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

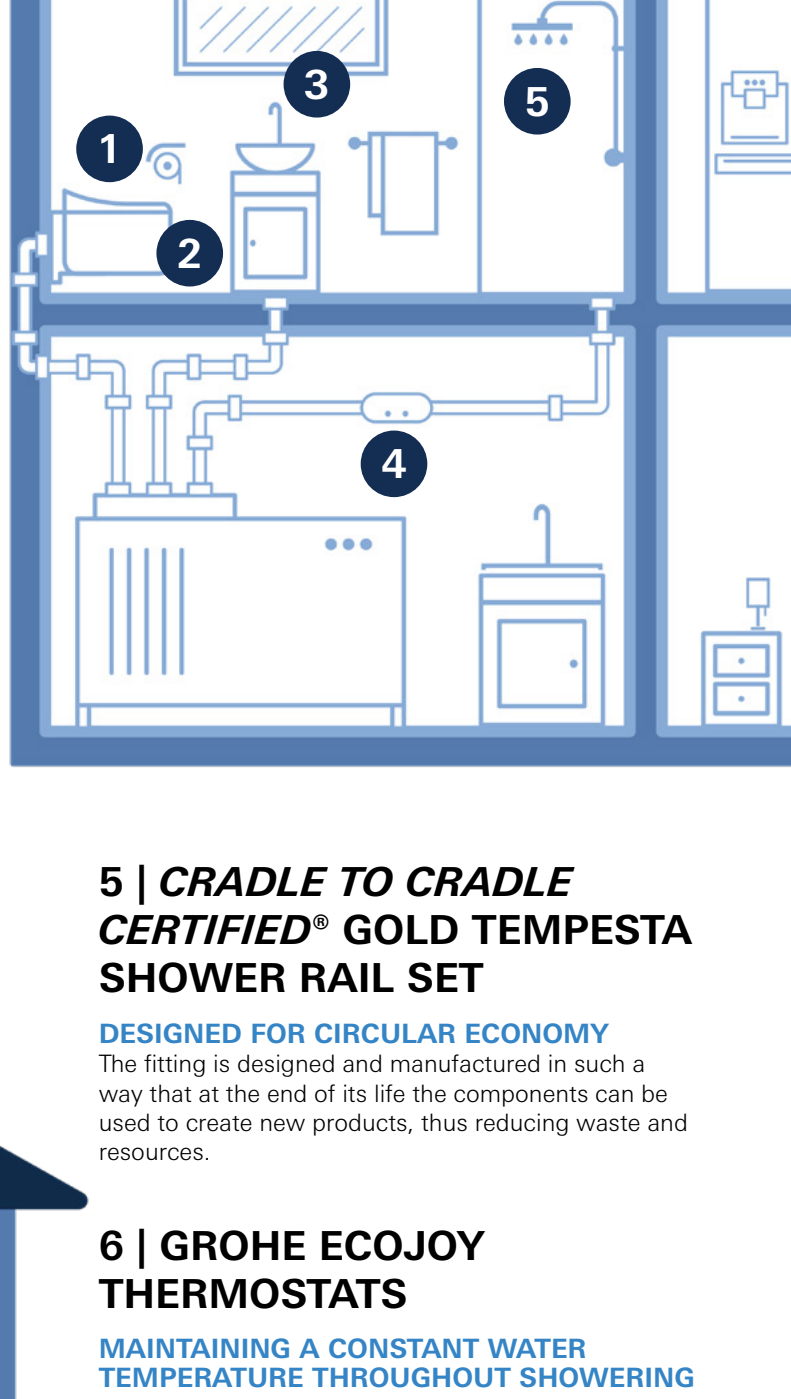
**DECREASE OF HIGH CLEANING EFFORTS**  
Sensia Arena's Triple Vortex Flush is exceptionally thorough and effective. Other GROHE ceramics are available with the special surface GROHE Pure Guard: Long-lasting ions with an anti-bacterial effect prevent bacteria growth.

### 3 | GROHE SILKMOVE ES

**SAVES UP TO 279 KG OF CO<sub>2</sub> EACH YEAR\***  
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.

### 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 | 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.

### 6 | GROHE ECOJOY THERMOSTATS

**MAINTAINING A CONSTANT WATER TEMPERATURE THROUGHOUT SHOWERING**  
While GROHE thermostats maintain a constant water temperature and compensate for temperature peaks they also reduce water by up to 50% with the GROHE EcoButton.

### 7 | GROHE TOUCHLESS FAUCETS

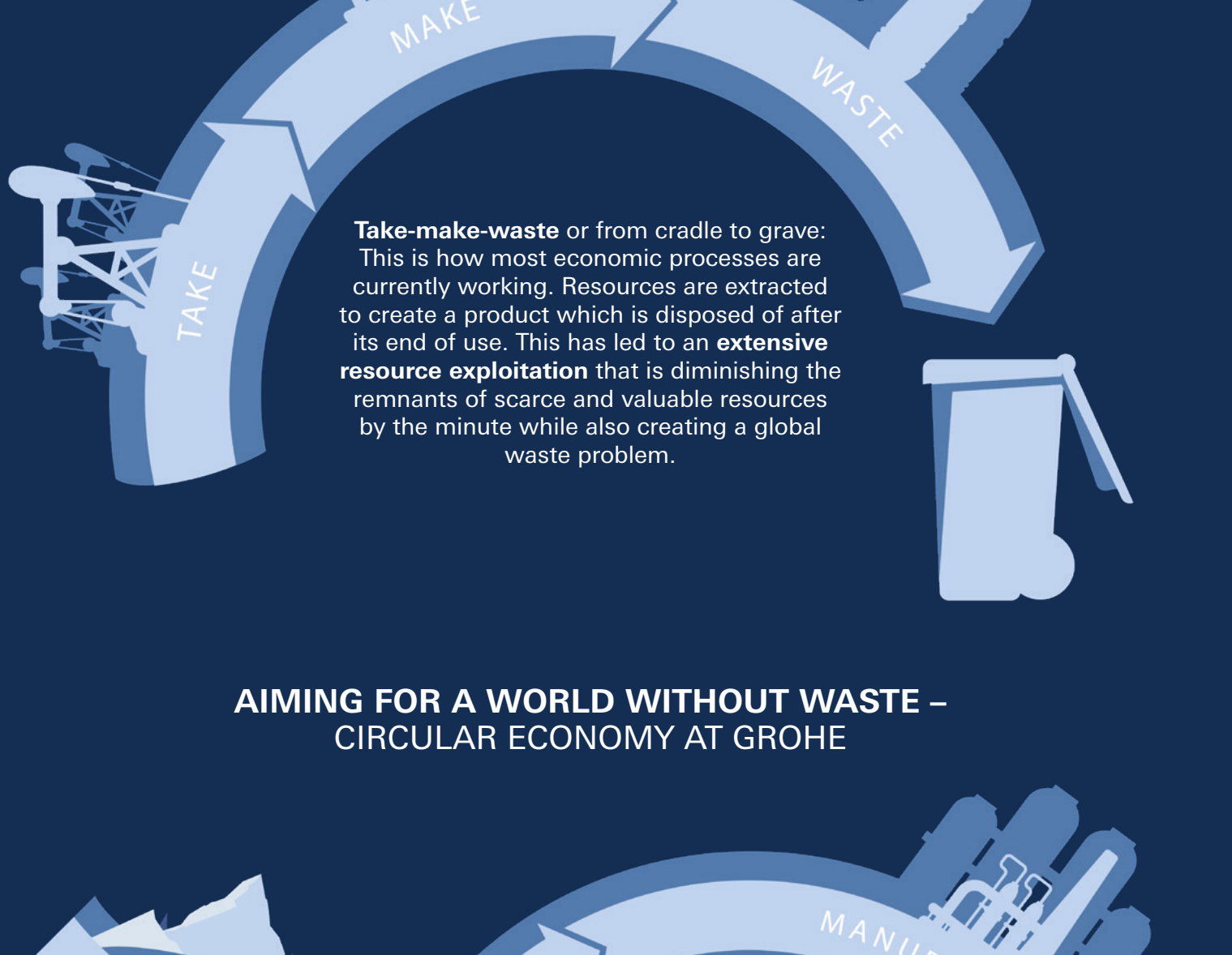
**UP TO 70% REDUCTION IN WATER CONSUMPTION**  
Using touchless faucets not only saves water but also is the hygienic solution in bathrooms – for touchless convenience.

### 8 | GROHE BLUE

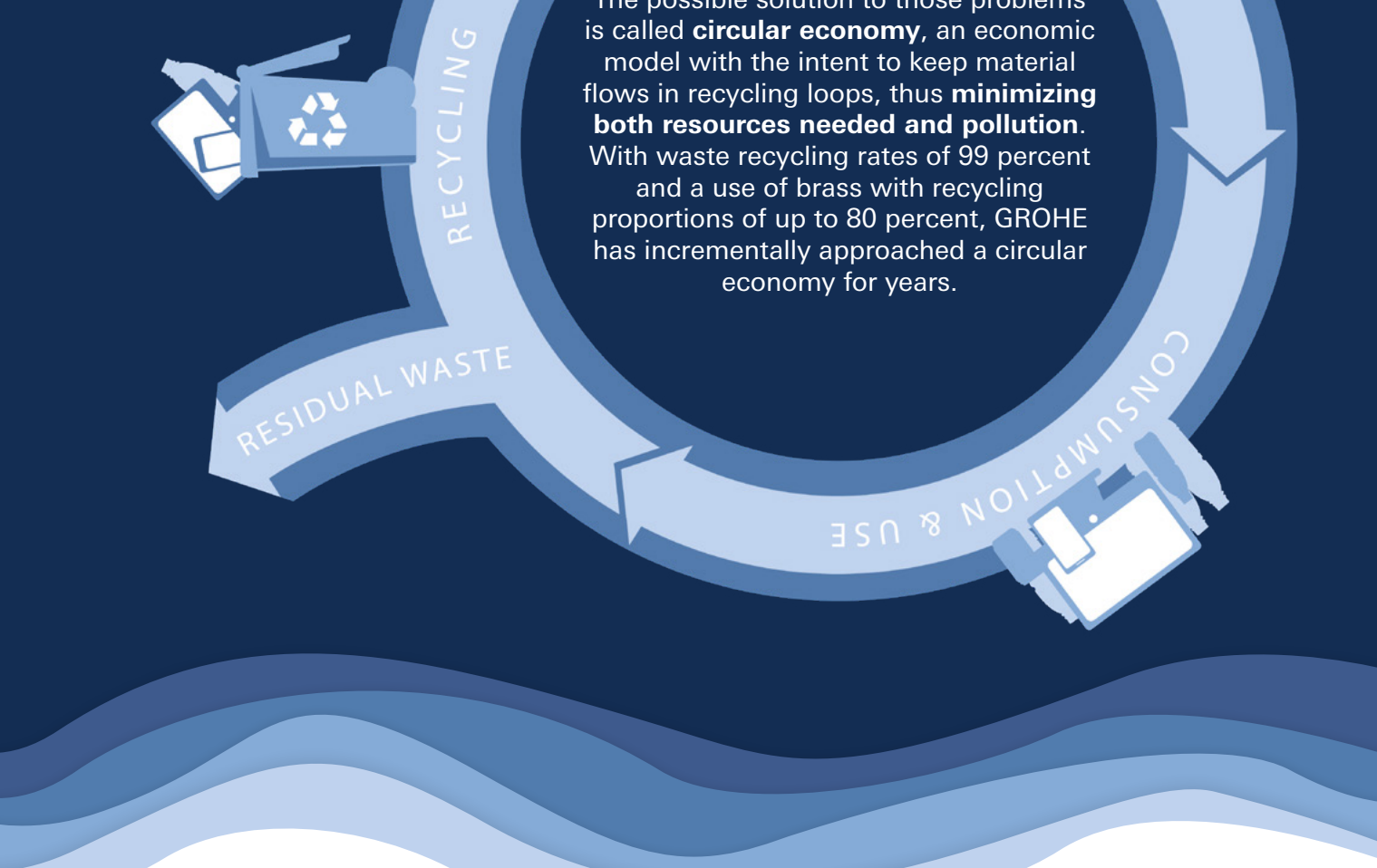
**SAVES AROUND 800<sup>1</sup> PLASTIC BOTTLES EACH YEAR<sup>2</sup>**  
The water system provides sparkling, medium and still water that is filtered and chilled directly from the kitchen tap.

<sup>1</sup> 5 DUH 2019, [www.duh.de/mehrweg-klimaschutz/einweg-plastikflaschen](https://www.duh.de/mehrweg-klimaschutz/einweg-plastikflaschen)  
<sup>2</sup> 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.

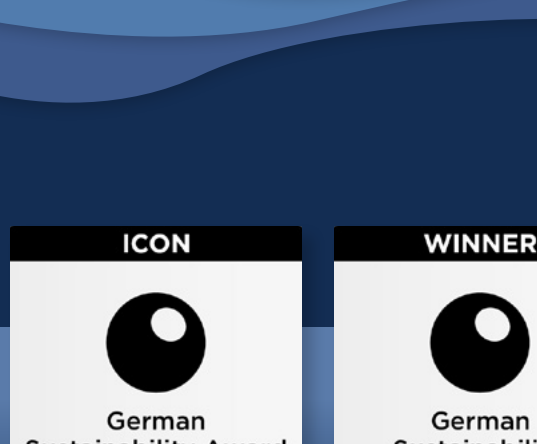
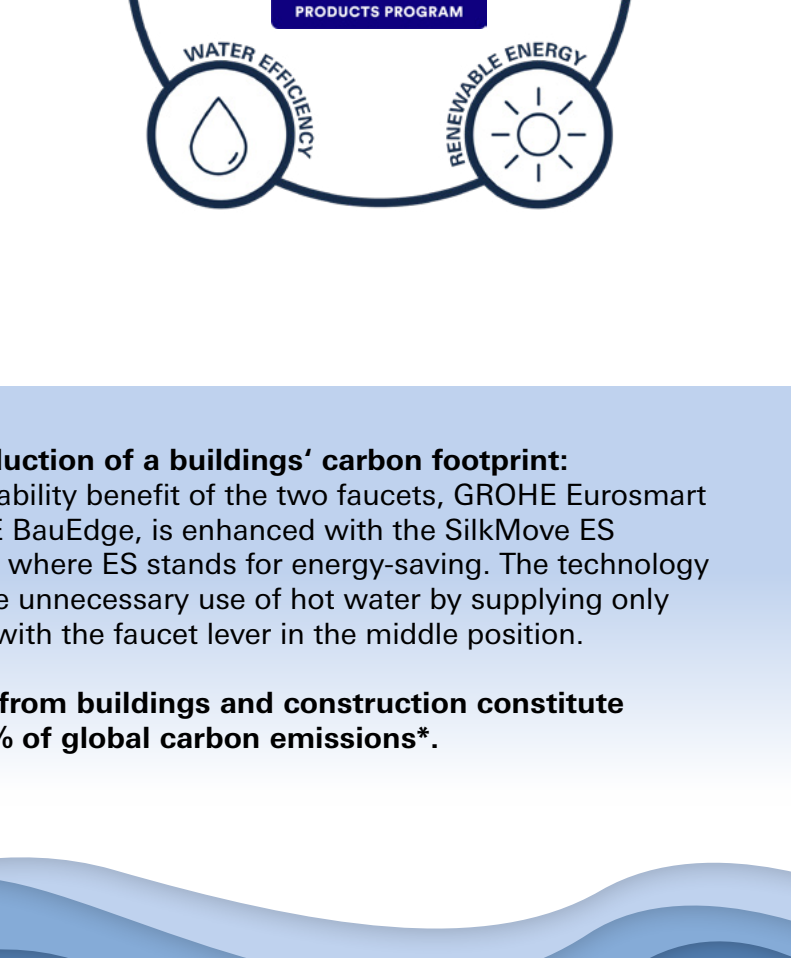
GROHE produced four best-selling products as *Cradle to Cradle Certified®* variants, which achieved the Gold Product Standard.



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.



**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](https://www.green.grohe.com)