



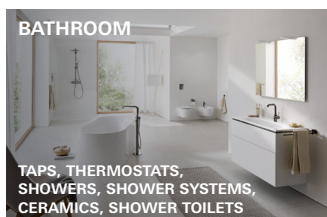
Pure Freude  
an Wasser



# FACTSHEET GROHE AG

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer "Pure Freude an Wasser", every GROHE product is based on the brand values of quality, technology, design and sustainability.

## GROHE PRODUCT PORTFOLIO



**7,000+**

EMPLOYEES **WORLDWIDE**

2,600 of which are in Germany



**5**

PRODUCTION **SITES**

in three countries,  
which produce exclusively for the  
global GROHE brand



**150**

COUNTRIES **WORLDWIDE**

with a world market share of 6%  
in water technologies (taps,  
flushing and installation systems)

## GROHE BOARD



**Thomas Fuhr**  
Leader Fittings LIXIL International  
Co-CEO Grohe AG

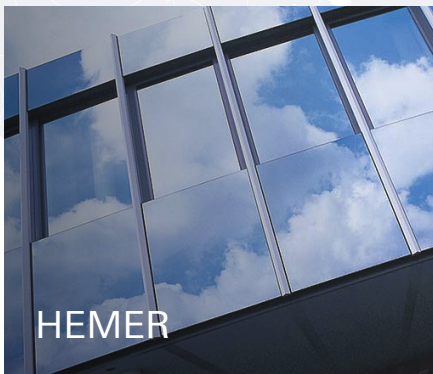


**Jonas Brennwald**  
Leader LIXIL EMENA  
Co-CEO Grohe AG

# GLOBAL PRODUCTION NETWORK

## THE PRODUCTION CENTRES FOR THE GROHE BRAND AT A GLANCE

Pure Freude  
an Wasser



- 📍 Global site since 1982
- 👤 ~ 600 employees
- ⚙️ Premium fittings (cartridges and fittings), 3D metal-printing

Applying uniform standards, GROHE products are manufactured with the quality seal **"Made in Germany"** on a global scale.

- 📍 Global site since 1956
- 👤 ~ 750 employees
- ⚙️ Showers, shower systems, PVD colouring method, and water security system GROHE Sense



- 📍 Global site since 1994
- 👤 ~ 475 employees
- ⚙️ Installation systems, valves, flush plates and flushing valves

- 📍 Global site since 1997
- 👤 ~ 900 employees
- ⚙️ Thermostats, kitchen taps, Water systems - GROHE Blue and Red, and application of the PVD colouring method

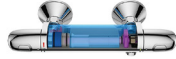
- 📍 Global site since 1995
- 👤 ~ 2,500 employees
- ⚙️ Premium single-lever mixers, zinc components and cartridges
- 🌿 One of the most sustainable plants in Southeast Asia

# SHAPING THE FUTURE OF WATER SINCE

Pure Freude  
an Wasser



**1936**  
GROHE founding year



**2002**  
GROHE launches the GROHE CoolTouch® technology with Grotherm



**2014**  
GROHE becomes part of LIXIL



**2017**  
The matching bathroom: GROHE launches first ceramic line



**2021**  
Launch of the digital experience hub GROHE X



**1968**  
GROHE launches the single-lever mixer



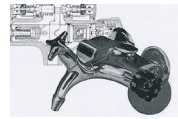
**2007**  
Opening of the Corporate Headquarters in Düsseldorf



**2017**  
Launch of GROHE Sense and GROHE Sense Guard



**2019**  
GROHE presents Icon 3D, the first 3D metal-printed tap



**1956**  
Launch of the Skalatherm "thermostat of the people"



**2004**  
Digital technology becomes part of the bathroom with GROHE Ondus



**2016**  
Launch of the GROHE Sensia Arena shower toilet



**2018**  
"Less Plastic" initiative launched to eliminate plastic in product packaging



**2021**  
Launch of the first four Cradle to Cradle Certified® products



**1994**  
GROHE acquires DAL



**2009**  
Launch of GROHE Blue



**2017**  
GROHE receives the German Federal Government CSR Award and is honoured by the Fortune Magazine as TOP 50 brand that "changes the world"

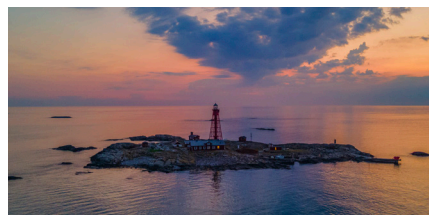


**2020**  
GROHE goes ZERO – GROHE achieves carbon-neutral production

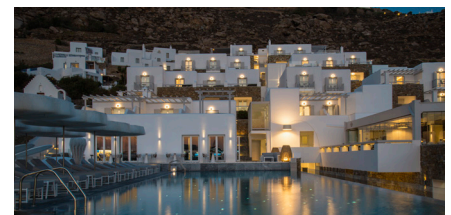
## REFERENCE PROJECTS



**The Under Restaurant**  
One of the most arresting and adventurous designs for a restaurant, Under invites guests to dine at the bottom of the sea in Lindesnes, Norway. Product installed: **GROHE Atrio Icon 3D**



**A spectacular light house**  
Pater Noster, located on the remote island of Hamneskär, is Sweden's most famous and spectacular light-house. Products installed: **GROHE Atrio, Power & Soul 130, Grohtherm 1000, Essentials Accessories**



**Hotel & Spa in Mykonos**  
Mykonos Riviera Hotel & Spa in Greece is located on a series of terraces tumbling down to the Aegean Sea. Products installed: **GROHE Eurocube and Rain-shower Cosmopolitan 310**

# FOUNDATION OF THE GROHE PRODUCTS

## EVERYTHING IS BUILT ON THE FOUR BRAND VALUES

Pure Freude  
an Wasser



### QUALITY

#### PRECISION AT ITS HIGHEST LEVEL

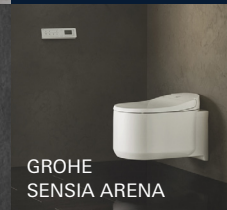
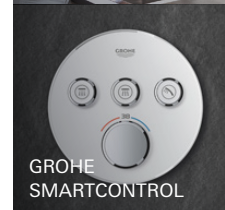
- Made in Germany
- Use of the market's most advanced colouring method (PVD colouring method)
- Certification in accordance with global quality standards (ISO 9001)



### TECHNOLOGY

#### MANY YEARS OF TECHNOLOGY LEADERSHIP

- Consistent pursuit of innovation
- Use of innovative manufacturing methods such as 3D metal-printing
- Know-how transfer across all LIXIL International Fittings plants for best in class practices
- The new research laboratory, inaugurated in 2018, brings all competencies together at the Hemer site.



### DESIGN

#### AN IN-HOUSE DESIGN TEAM DEFINES GROHE'S UNIQUE DESIGN DNA

- International in-house design team
- Honoured with 500+ international design awards since 2003



### SUSTAINABILITY

#### GROHE IS PIONEERING THE SANITARY INDUSTRY WITH ITS SUSTAINABLE PRODUCT PORTFOLIO AND LEADING INITIATIVES

- Double winner: GROHE was awarded with the German Sustainability Award 2021 in the category "Resources" and the German Sustainability Award Design 2021 for the water system GROHE Blue
- Launch of four bestselling products as Cradle to Cradle Certified® variants at the Gold level. In contrast to the linear Take-Make-Waste model, Cradle to Cradle stands for continuous material cycles: the product is manufactured in such a way that, at the end of its life, the components can be used to create new products.



Learn more on [green.grohe.com](https://www.green.grohe.com)

#### PRESS CONTACT GROHE

Jasmine Burford, DMC PR / [jasmine@dmcpr.co.uk](mailto:jasmine@dmcpr.co.uk)  
For more information, please visit [www.grohe.co.uk](https://www.grohe.co.uk)

PART OF **LIXIL**