pure Frende an Wasser



CIRCULAR ECONO AT GROH

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



RESOURCES

Take-make-waste or from cradle to grave: This is how most economic processes are currently working. Resources are extracted to create a product which is disposed of after its end of use. This has led to an extensive resource exploitation that is diminishing the remnants of scarce and valuable resources by the minute while also creating a global waste problem.



AIMING FOR A WORLD WITHOUT WASTE -**CIRCULAR ECONOMY AT GROHE**

> The possible solution to those problems is called circular economy, an economic model with the intent to keep material flows in recycling loops, thus minimizing both resources needed and pollution. With waste recycling rates of 99 percent and a use of brass with recycling proportions of up to 80 percent, GROHE has incrementally approached a circular economy for years.

> > SU & NO

MANU

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

ESIDUAL WASTE

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.





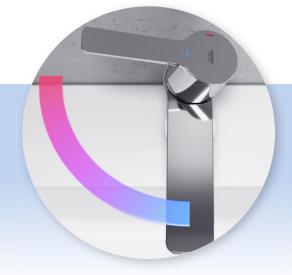
The Cradle to Cradle Certified® Product Standard is the world's leading science-based and rigorous norm for designing and manufacturing safe, circular and responsible materials and products. Find more information here.

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 three faucets is enhanced with the SilkMove ES technology, where ES stands for energysaving. 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

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

GROHE

Feldmühleplatz 15 | 40545 Düsseldorf | Germany Phone: +49 (0) 211/9130-3030 | www.grohe.com

MEDIA CONTACT

Melanie Vrenegor | Sr. Communications Manager Sustainability E-Mail: media@grohe.com

