

SUSTAINABILITY AT GROHE

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

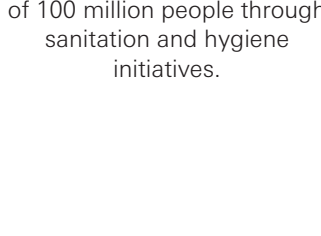
In the field of sustainability, GROHE identified its essential areas of activity over 20 years ago back in 2000, based on various fundamentals like the 16 principles for sustainable development of the International Chamber of Commerce (ICC) in 1992.



LIXIL'S THREE STRATEGIC PILLARS

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

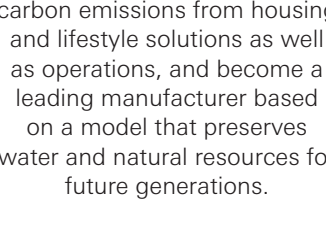
GLOBAL SANITATION & HYGIENE



SANITATION FOR ALL

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

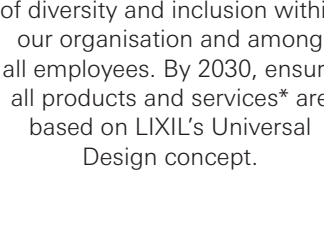
WATER CONSERVATION & ENVIRONMENTAL SUSTAINABILITY



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 2020, establish the culture of diversity and inclusion within our organisation and among all employees. 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



GROHE GOES ZERO

Since April 2020, GROHE's production has been CO₂-neutral and it offsets yet unavoidable CO₂ emissions with two compensation projects. As part of its carbon strategy, the sanitary brand intends to increase its energy efficiency every year by its own means, thereby reducing the share of compensation.



LESS PLASTIC INITIATIVE

In 2018, GROHE launched its initiative to replace plastic in product packaging with sustainable alternatives. Until January, approximately 24.5 million items of plastic packagings could be eliminated; by 2021, this figure is to be significantly increased to up to 35 million.



GIVE PROGRAMME

GROHE's Installer Vocational Training and Education (GIVE) programme collaborates with colleges and educational 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

The shower toilet combines the advantages of a toilet and a bidet, harnessing the benefits of cleaning with pure water and reducing the need for toilet paper.

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

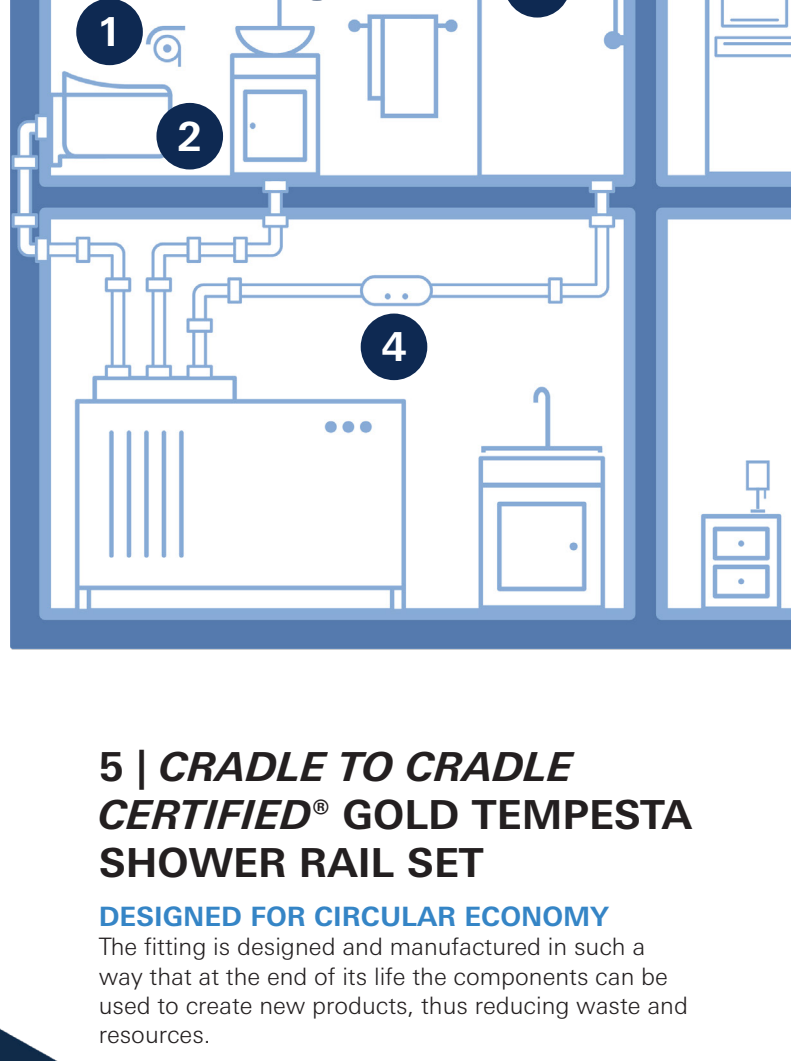
SAVES UP TO 279 KG OF CO₂ EACH YEAR*

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 helps homeowners avoid 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 TAPS

UP TO 70% REDUCTION IN WATER CONSUMPTION

Using touchless taps not only saves water but also optimises hygiene in the bathroom too.

8 | GROHE BLUE

SAVES AROUND 800 BOTTLES EACH YEAR*

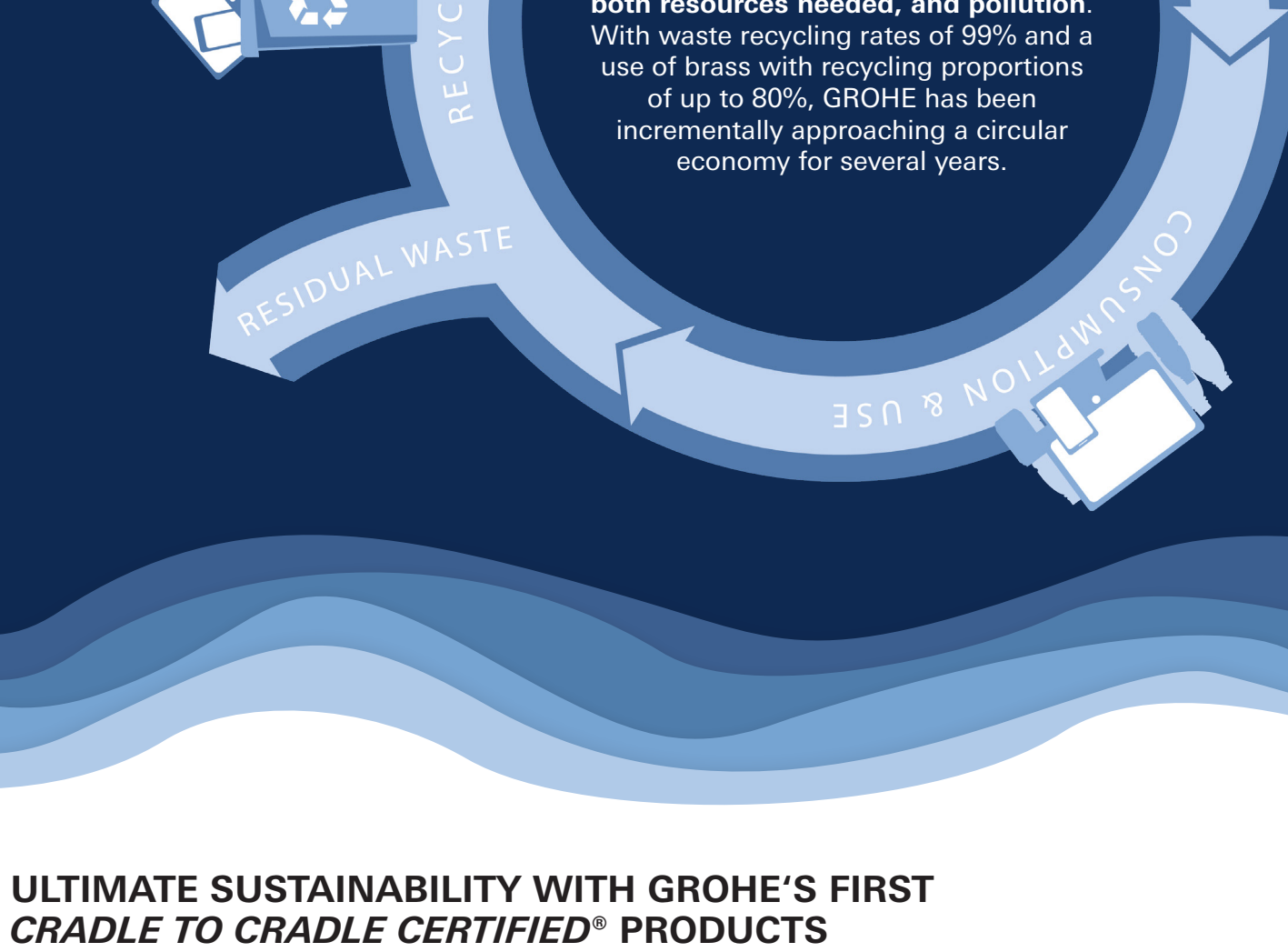
The water system provides still, semi-sparkling and sparkling water, that is also filtered and chilled, directly from the kitchen tap.

*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.

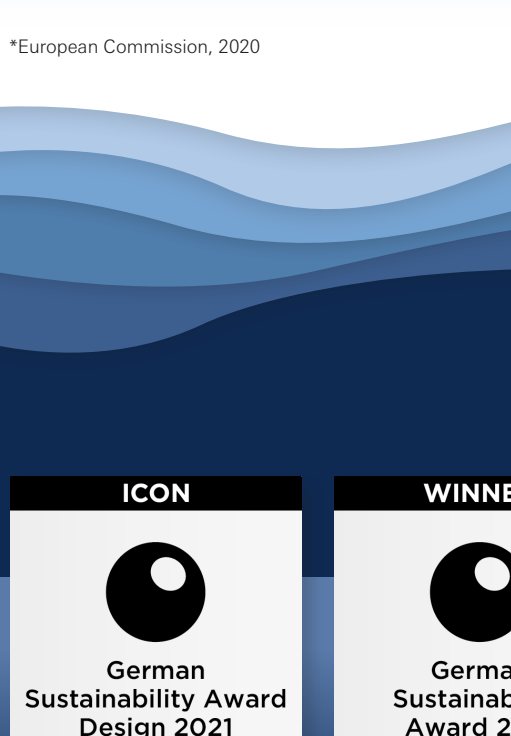
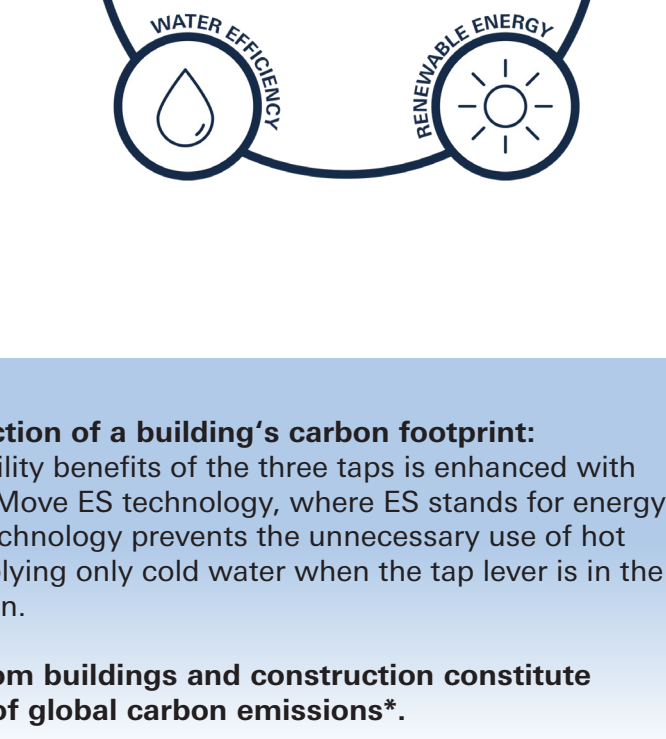
GROHE has launched four best-selling products as *Cradle to Cradle Certified®* variants, which achieved the Gold Product Standard.



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 reutilisation, renewable energy, water stewardship, and social fairness.

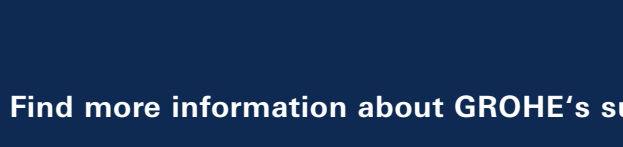
Each product is then designated a level of achievement: basic, bronze, silver, gold, or platinum.



Further reduction of a building's carbon footprint: The sustainability benefits of the three taps is enhanced with GROHE's SilkMove ES technology, where ES stands for energy-saving. The technology prevents the unnecessary use of hot water by supplying only cold water when the tap lever is 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 honoured 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