

# GROHE'S LESS PLASTIC INITIATIVE TACKLING THE PLASTIC CRISIS

## 11 MILLION TONS OF PLASTIC

END UP IN THE WORLD'S OCEANS EVERY YEAR.<sup>1</sup>

With water at the core of its business, it is a matter of course for GROHE to protect the precious resource and commit to providing clean water worldwide. For this reason, GROHE started the Less Plastic Initiative in 2018 to address the global plastic waste problem.

With a three-step approach, GROHE aims to tackle the plastic waste problem from different angles.

<sup>1</sup> <https://www.unep.org/interactive/pollution-to-solution/>

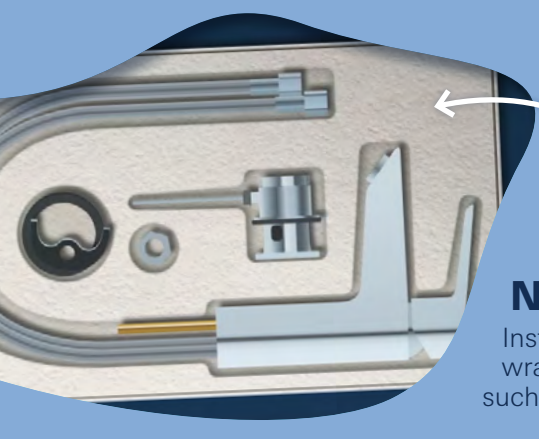
## 1 AIMING FOR THE BETTER PLASTIC-REDUCED PACKAGING

GROHE set itself the target of switching to completely plastic-free packaging in 2018.

This has proven to be a continuous journey due to packaging options currently available, as well as the setup of current recycling mechanisms.

Nevertheless, GROHE was able to reach a major milestone in spring 2022. By establishing a plastic-reduced packaging for its products, the brand could eliminate all unnecessary plastic from its packaging.

Committing to continuous improvement and reflection, GROHE focuses on taking concrete action, using the solutions currently available and constantly working on better ones.



### NEW INNOVATIONS

Instead of expanding polystyrene or wrapping film solution, new options such as moulded pulp inserts are used.

### 37 MILLION PLASTIC ITEMS

can be saved per year thanks to the elimination of all unnecessary plastic from GROHE's product packaging.

### 26 TONS OF POLY BAGS PER YEAR

are saved by using a product part of the GROHE Rapid installation system as packaging for other product parts.

## 2 ELIMINATING PLASTIC BOTTLES – SIP BY SIP GROHE BLUE

Enabling customers to prevent plastic bottle waste in their everyday lives: The GROHE Blue water system offers still, medium and sparkling water directly from the kitchen faucet – filtered and chilled to the preferred drinking temperature.

### 800 SINGLE-USE PLASTIC BOTTLES

can be saved by a family of four per year thanks to GROHE Blue.<sup>2</sup>

### ULTIMATE CONVENIENCE & COMFORT

Thanks to the water system, running out of water and last-minute supermarket trips become unnecessary. Saving not only plastic, but also time, water<sup>3</sup> and CO<sub>2</sub>.<sup>4</sup>



### AIMING FOR A WORLD WITHOUT WASTE

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

<sup>2</sup> Environmental Action Germany (DUH) <https://www.duh.de/mehrweg-klimaschutz/keinweg-plastikflaschen/>  
<sup>3</sup> The real water consumption behind drinking water: The case of Italy<sup>®</sup>, Journal of Environmental Management 92 (2011)  
<sup>4</sup> "Creation of a Product Carbon Footprint for GROHE water systems for drinking and hot water supply", Sebastian Schär, M. Sc., Prof. Dr. Jutta Geldermann, University Duisburg-Essen (2021). The service life of GROHE Blue Home considered in the study is 10 years.

## 3 JOINING FORCES TO PROTECT THE OCEANS OUR PARTNERSHIP WITH EVERWAVE

Collaboration is the third pillar of GROHE's Less Plastic Initiative:

Supported by GROHE since 2019, the German social business operates in Europe and Asia and has set itself the goal of protecting the oceans from plastic waste.



### 30 TONS OF WASTE

were removed by GROHE and everwave from Bočac Reservoir in Bosnia and Herzegovina in February 2022.



### REMOVING PLASTIC WASTE

With active and passive clean-up technologies for rivers, such as the everwave CollectiX boat, waste is collected before it pollutes the oceans.

### This equals the weight of over 1 MILLION 1.5L PET-BOTTLES<sup>5</sup>

### RAISING AWARENESS

Both partners are committed to drive education and research on plastic waste related issues. Moreover, they aim to raise public awareness of the plastic crisis and sensitize people for a more sustainable lifestyle.

<sup>5</sup> The weighted average for the 1.5l PET non-returnable bottles is 29.47 g according to the AKOG ÖKO-Index 2019 survey: <https://www.bgvz.de/downloads/pdfs/PreisLeistungsverhaeltnis-Gewichtsreduktion-BGVZ.pdf>

## 6 CLEAN WATER AND SANITATION



## CLEAN WATER AND SANITATION

With the multidimensional actions of the initiative GROHE contributes to the **UN Sustainable Development Goal 6 "Clean Water and Sanitation"**, aiming to protect the valuable resource water from plastic pollution and helping provide clean water worldwide.



## WATER CONSERVATION & ENVIRONMENTAL SUSTAINABILITY

GROHE's sustainability strategy is based on LIXIL's Three Strategic Pillars in connection to the UN Sustainable Development Goals (SDGs). As part of LIXIL, **GROHE directly contributes to LIXIL's Plastic Action Statement**, a group-wide commitment to LIXIL's responsible use of resources and part of the contribution to the realization of a sustainable, circular economy.

Find more information about GROHE's sustainability engagement on [www.grohe-x.com/sustainability](http://www.grohe-x.com/sustainability)

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