

# SUSTAINABILITY AT GROHE

Pure Freude  
an Wasser



**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 PILLARS

As part of LIXIL, GROHE's sustainability strategy is based on LIXIL's Three Strategic Pillars and contributes to the company's purpose of making better homes a reality for everyone, everywhere.

<b>GLOBAL SANITATION &amp; HYGIENE</b>  <b>SANITATION AND HYGIENE FOR ALL</b> <p>We innovate viable products, solutions, and business models to elevate standards of living through improved sanitation and hygiene.</p> <ul style="list-style-type: none"> <li>Improve sanitation and hygiene for 100 million people around the world by 2025</li> </ul>	<b>WATER CONSERVATION &amp; ENVIRONMENTAL SUSTAINABILITY</b>  <b>ZERO CARBON AND CIRCULAR LIVING</b> <p>We promote the responsible use of energy, water and natural resources. From our operations and throughout our product lifecycle, we minimize our ecological footprint and scale innovation to help our partners and consumers protect the environment today and for generations to come.</p> <ul style="list-style-type: none"> <li>Scope 1+2 CO<sub>2</sub> emissions: -50.4%<sup>1</sup></li> <li>Scope 3 CO<sub>2</sub> emissions: -30%<sup>1</sup></li> <li>Water use efficiency: +20%<sup>1</sup></li> <li>Total water savings from water-saving products: 2 billion m<sup>3</sup>/year<sup>2</sup></li> <li>Improved waste recycling rates: 90%<sup>2</sup></li> <li>Use of recycled aluminium: 100%</li> </ul>	<b>DIVERSITY &amp; INCLUSION</b>  <b>INCLUSIVE FOR ALL</b> <p>We promote diversity and inclusion, starting with building an equitable workplace. By leveraging the knowledge and perspectives of our diverse employee base and together with stakeholders, we stimulate innovation and collaboration that enables everyone to live more comfortably and healthily and reach their full potential.</p> <ul style="list-style-type: none"> <li>By 2030             <ul style="list-style-type: none"> <li>50:50 male-female-ratio for Board &amp; Executive Officers</li> <li>30% female managers across LIXIL</li> </ul> </li> </ul>
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<sup>1</sup> Benchmark: FYE2019 <sup>2</sup> By FYE2026 <sup>3</sup> By FYE2025 (All targets are for FYE2031, unless otherwise noted) For more details on LIXIL's Impact Strategy, click [here](https://www.grohe-x.com/sustainability).

## TOGETHER FOR A BETTER TOMORROW ENVIRONMENTAL SUSTAINABILITY INITIATIVES

**LIXIL GOES ZERO**

Since 2020 all eight LIXIL fittings plants, including the plants in Hemer, Lahr, Porta Westfalica (all Germany), Albergaria (Portugal) and Klaeng (Thailand) along with Jiangmen (China), Danang (Vietnam) and Monterrey (Mexico) as well as the German logistics centres are CO<sub>2</sub>-neutral\*. In 2021, the European outbound logistics became CO<sub>2</sub>-neutral\*.

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

**LESS PLASTIC INITIATIVE**

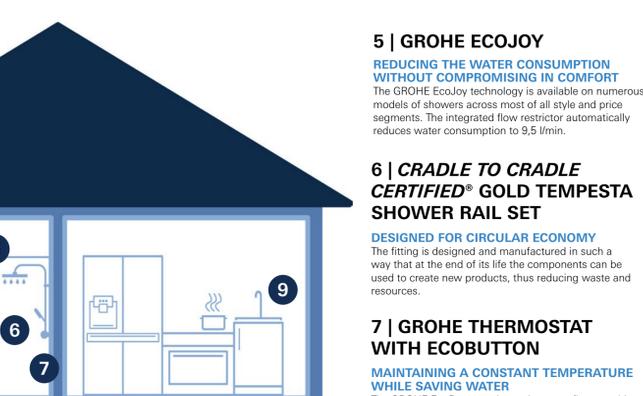
GROHE contributes to tackling the global plastic waste problem with its Less Plastic Initiative. This encompasses the water system GROHE Blue which makes plastic bottles a thing of the past; the ambition to eliminate plastic from product packaging and the collaboration with the social business [grohe.org](https://www.grohe.org).

## SUSTAINABLE MANUFACTURING OF GROHE PRODUCTS

We understand the sustainable transformation of our business as an ongoing journey. The starting point is always a holistic view, which becomes apparent in our 360-degree approach: It equally encompasses employees, suppliers, customers, processes and society.

In this way, we empower end consumers with our products to pursue an environmentally conscious lifestyle and manufacture our solutions as sustainably as possible. Our ambition is to steadily reduce the footprint of our plants and achieve net-zero carbon emissions by 2050.

How does it work? Resource-saving production process in Hemer:



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

**1 | GROHE SENSIA ARENA**  
**SAVES UP TO 15 KG OF TOILET PAPER EACH YEAR PER PERSON!**  
 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**  
**PREVENTS UNNECESSARY WARM WATER USAGE**  
 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. For an apartment building with 1,000 units, over 124,000 € can be saved per year.<sup>2</sup>

**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 | GROHE ECOJOY**  
**REDUCING THE WATER CONSUMPTION WITHOUT COMPROMISING IN COMFORT**  
 The GROHE EcoJoy technology is available on numerous models of showers across most of all style and price segments. The integrated flow restrictor automatically reduces water consumption to 9.5 l/min.

**6 | 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.

**7 | GROHE THERMOSTAT WITH ECOBUTTON**  
**MAINTAINING A CONSTANT TEMPERATURE WHILE SAVING WATER**  
 The GROHE EcoButton reduces the water flow, resulting in savings of up to 50% of water without compromising on the shower quality. By simply pushing a button, users can increase the water volume to what they want. With this extra step, GROHE aims to make users aware of their actions and try to nudge them towards a more sustainable water consumption.

**8 | GROHE TOUCHLESS FAUCETS**  
**UP TO 70% REDUCTION IN WATER CONSUMPTION**  
 Water only flows when needed since the mixer switches off, whenever the user retracts the hands from underneath the faucet, for example during a shower, or after a pre-set time. This is also a plus for hygiene!

**9 | GROHE BLUE**  
**SAVES AROUND 800\* SINGLE-USE PLASTIC BOTTLES EACH YEAR\***  
 The water system provides sparkling, medium and still water that is filtered and chilled directly from the kitchen tap.

<sup>1</sup>WWF, Hygienic Paper, 2020  
<sup>2</sup>Calculation base: 1,000 apartments with one basin for family of four  
 \*DLH 2019, [www.dlh.de/mehrweg-klimaschutz/energie-glasstikkerchen](https://www.dlh.de/mehrweg-klimaschutz/energie-glasstikkerchen) based on a family of four

## THE FUTURE OF SUSTAINABLE SHOWERING A NEW SOLUTION FOR A WATER-GROSSED WORLD: THE WATER-RECYCLING SHOWER GROHE EVERSTREAM.

The water-recirculating shower technology cleans, reheats and reuses water. It has been designed to create the shower experience users expect but with as little fresh water as possible – and with far less energy. Depending on the individual showering habits, the user can shower with only a quarter of the water and a third of the energy typically required by traditional showers. GROHE Everstream can reduce carbon emissions from showering by up to 70% and can provide a cost-saving of up to 65% a year for a four-person household depending on the shower habits.

GROHE Everstream will be launched in spring 2024. The brand aims to have all its concealed showers water-recycling ready by 2030.

Find more information [here](https://www.grohe.org).



## GREEN BUILDINGS ARE THE FUTURE – REDUCING RESOURCE CONSUMPTION AND POLLUTION FOR A HEALTHY PLANET AND SOCIETY



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

GROHE Tempesta 100 shower rail set	GROHE Eurosmart Kitchen	GROHE Eurosmart S-Size	GROHE BauEdge S-Size

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.cradlecradle.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.



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

**Further reduction of a buildings' carbon footprint:** The sustainability benefit of the two *Cradle to Cradle Certified®* 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.

## ENVIRONMENTAL PRODUCT DECLARATIONS – AN IMPORTANT STEP TOWARDS GREEN BUILDINGS

Nearly 40% of carbon emissions are building- and construction-related\*. As the materials and products used contribute to the environmental impact of buildings, there is a need to improve product choices to **reduce the industry's carbon footprint.**

One **innovative way is to resort to products that have an Environmental Product Declaration (EPD).** EPDs are considered by the European Commission to be an appropriate means of assessing the sustainability of buildings.

In 2022, the **industry pioneer GROHE launched EPDs** for 18 product groups covering basin and kitchen mixers, thermostats, shower rail sets, hand showers, installation systems and flush plates.

In the next wave special fittings will follow.

\*European Commission, 2020

An EPD is an independently verified and registered document. Like a "product pass", EPDs contain transparent and comparable data on the environmental impact throughout the entire life cycle of a product (Life Cycle Assessment). The GROHE EPDs provide customers with easy guidance and a new option to compare products to improve product selection to reduce the environmental impact of buildings.

EPDs comply with ISO 14025 and EN 15804 for construction products, services and processes.



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

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