



GROHE'S LESS PLASTIC INITIATIVE TACKLING THE PLASTIC CRISIS

**AROUND 11 MILLION TONS OF PLASTIC
END UP IN THE WORLD'S OCEANS EVERY YEAR.¹**

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.

GROHE aims to tackle the plastic waste problem from two angles.

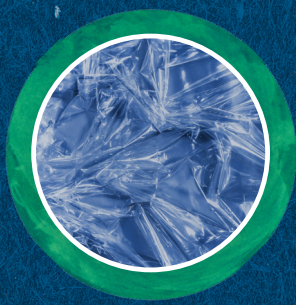
¹ <https://www.unep.org/interactive/pollution-to-solution/>

1 AIMING FOR THE BETTER PLASTIC-REDUCED PACKAGING

In spring 2022, GROHE established a plastic-reduced packaging for its products.

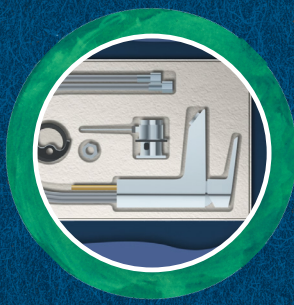
The brand could eliminate all unnecessary plastic from its packaging.

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



**37 MILLION
PLASTIC ITEMS**

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



**NEW
INNOVATIONS**

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



**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.²



**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, water³ and CO₂.⁴



AIMING FOR A WORLD WITHOUT WASTE

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.

² Environmental Action Germany (DUH) <https://www.duh.de/mehrweg-klimaschutz0/einweg-plastikflaschen/>

³ The real water consumption behind drinking water: The case of Italy", Journal of Environmental Management 92 (2011)

⁴ "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.

CLEAN WATER AND SANITATION

**6 CLEAN WATER
AND SANITATION**



With the 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



As part of LIXIL, GROHE supports with all its initiatives to achieve the company's **Impact Strategy** goals. **GROHE directly contributes to LIXIL's Plastic Action Statement**, a group-wide commitment aimed at a responsible use of resources and part of the realization of a sustainable, circular economy.

Find more information about GROHE's sustainability engagement on www.grohe-x.com/sustainability

GROHE

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

MEDIA CONTACT

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