



AIMING FOR A WORLD WITHOUT WASTE CIRCULAR ECONOMY AT GROHE

Against the backdrop of dwindling resources and rising emissions there is an urgent demand for a regenerative transformation of the construction industry. The building sector accounts for **around 50% of all materials extracted**, which is why the construction industry and policymakers alike are facing a major challenge; innovative and future-proof solutions are needed to spare the planet's limited resources. This approach must consider the entire value chain from resource-use in buildings' construction to the handling of materials at the end-of-life phase.



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 the end-of-life-phase for the creation of new products.

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.

GROHE launched four best-selling products as *Cradle to Cradle Certified*® variants which all received the Gold level.

GROHE TEMPESTA 100
SHOWER RAIL SET



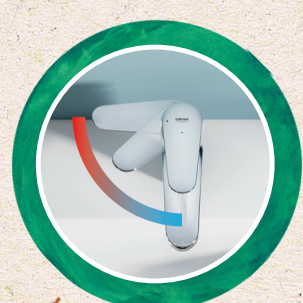
GROHE EUROSMART
KITCHEN

GROHE BAUEDGE
S-SIZE

GROHE EUROSMART
S-SIZE



But there is more: 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. Minimizing the energy consumption is particularly important as emissions from buildings and constructions constitute **almost 40% of global carbon emissions**.

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