Pure Freude an Wasser

# SUSTAINABIL AT GROHE

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.



# **TOGETHER FOR A BETTER TOMORROW** ENVIRONMENTAL SUSTAINABILITY INITIATIVES



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 CO2-neutral\*.

> \* Includes CO2-compensation projects, more on www.grohe-x.com/sustainability



INITIATIVE GROHE contributes to tackling the global plastic

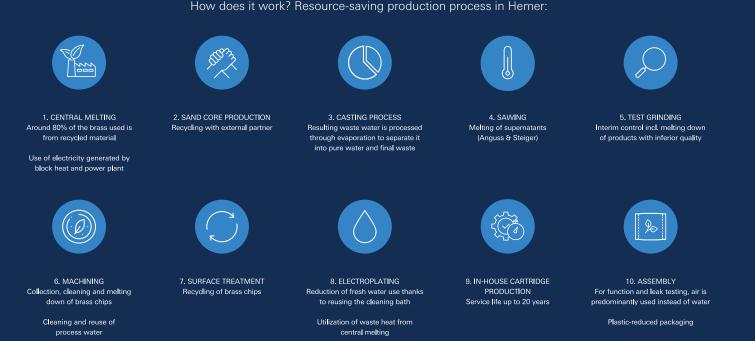
waste problem with its Less Plastic Initiative. This encompasses the water system GROHE Blue which makes plastic bottles a thing of the past; the ambition to eliminate plastic from product packaging and the collaboration with the social business everwave.

# 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, products, 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.







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

# 1 | GROHE SENSIA ARENA

SAVES UP TO 15 KG OF TOILET PAPER EACH YEAR PER PERSON<sup>1</sup> 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 207,000 € can be saved per year.2

#### 4 | GROHE SENSE AND GROHE SENSE GUARD

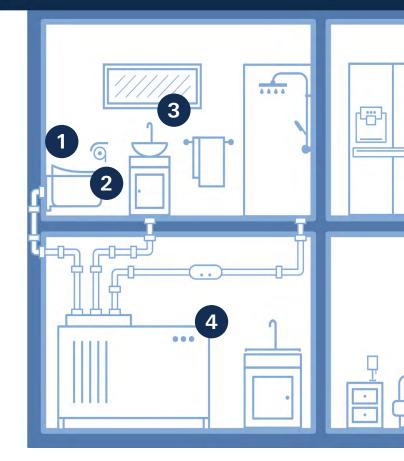
water damage.

SAVE UP TO 10% OF WATER EACH YEAR The smart water security system detects leaks and avoids



#### <sup>1</sup>WWF, Hygienic Paper, 2020 <sup>2</sup>Calculation based on the following parameters: Household of 4 people using 5 minutes for basin mixer per person per day. Costs are based on the following estimate: Energy

cost (electricity) 0,29 €/kWh, water cost (withouth waste water) 0,002 €/litre. Assumption of flow rates: Old product flow rate: 8 l/min for basin mixer. New product flow rate: 5 l/ min for basin mixer. New basin mixer equipped with GROHE SilkMove ES energy-saving functionality and water-saving EcoJoy technology. GROHE does not guarantee the accuracy and correctness of the results, as the calculation depends on many unforeseeable factors and is therefore non-binding. In particular, it depends on water and energy prices, consumer behavior and the technical installations on site. <sup>3</sup>DUH 2019, www.duh.de/mehrweg-klimaschutz0/einweg-plastikflaschen; based on a family of four



# **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 if they want to. 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 soaping, or after a pre-set time.

# 9 | GROHE BLUE

SAVES AROUND 800<sup>3</sup> 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.

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

The water-recirculating shower technology hygienically treats, 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. Thus, GROHE Everstream can reduce

carbon emissions from showering by up to 70% and can provide a costsaving of up to 65% a year for a fourperson household.

In summer 2024, GROHE Everstream will be introduced to the market as an exclusive launch for selected partners. The brand aims to have all its concealed showers water-recycling-ready by 2030.





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



RESOURCES

Take-make-waste or from cradle to grave: This is how most economic processes are currently working. Resources are extracted to create a product which is disposed of after its end of use. This has led to an extensive resource exploitation that is diminishing the remnants of scarce and valuable resources by the minute while also creating a global waste problem.

# AIMING FOR A WORLD WITHOUT WASTE -**CIRCULAR ECONOMY AT GROHE**

The possible solution to those problems is called **circular economy**, an economic model with the intent to keep material flows in recycling loops, thus minimizing both resources needed and pollution. With waste recycling rates of 99 percent and a use of brass with recycling proportions of up to 80 percent, GROHE has incrementally approached a circular economy for years.

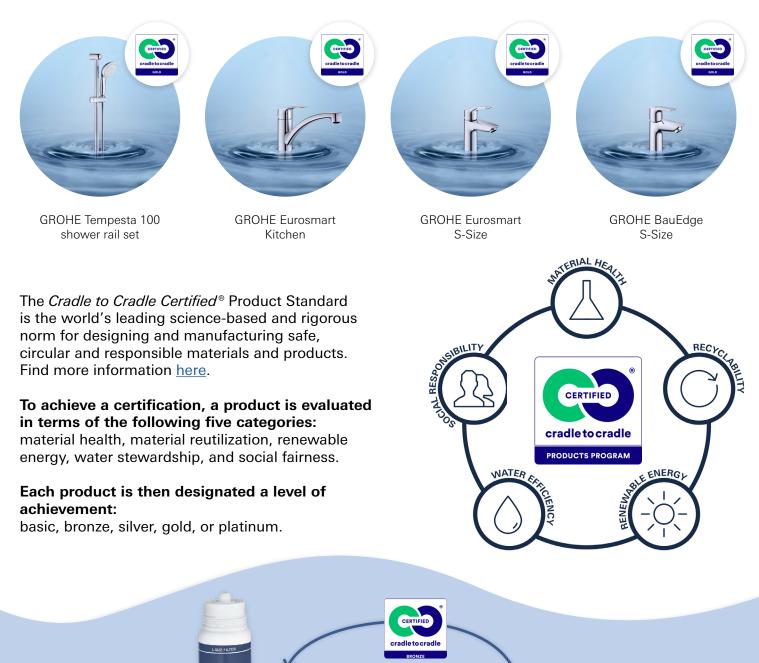
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# ULTIMATE SUSTAINABILITY WITH GROHE'S FIRST CRADLE TO CRADLE CERTIFIED® PRODUCTS

RESIDUAL WASTE

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.



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 energysaving. The technology prevents the unnecessary use of hot

water by supplying only cold water with the faucet lever in the

# **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.

middle position.

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



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

# LIFE CYCLE ASSESSMENT

END OF LIFE

EPD

CERTIFIED

INDUSTRY

STANDARD

EPD Registration Number: S-P-06185

Programme operator.

DISTRIBUTION

EPD INTERNATIONAL AB

Publication date:

2022-06-20

Valid until: 2027-06-19

International Standard and construction product standards compliant

Programme:

THE INTERNATIONAL EPD SYSTEM

ICON

German



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".

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

RESOURCE RECOVERY)

WINNER

# GROHE

Feldmühleplatz 15 | 40545 Düsseldorf | Germany Phone: +49 (0) 211/9130-3030 | www.grohe-x.com MEDIA CONTACT Melanie Vrenegor | Sr. Communications Manager Sustainability E-Mail: media@grohe.com

PART OF LIXIL