

*Pure Freude
an Wasser*



PERFECT MATCH

GROHE CERAMICS MADE TO MATCH
IN FORM AND FUNCTION





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GROHE NOW ENTERS
THE WORLD OF CERAMICS
**CREATING PERFECTLY
COORDINATED BATHROOMS**

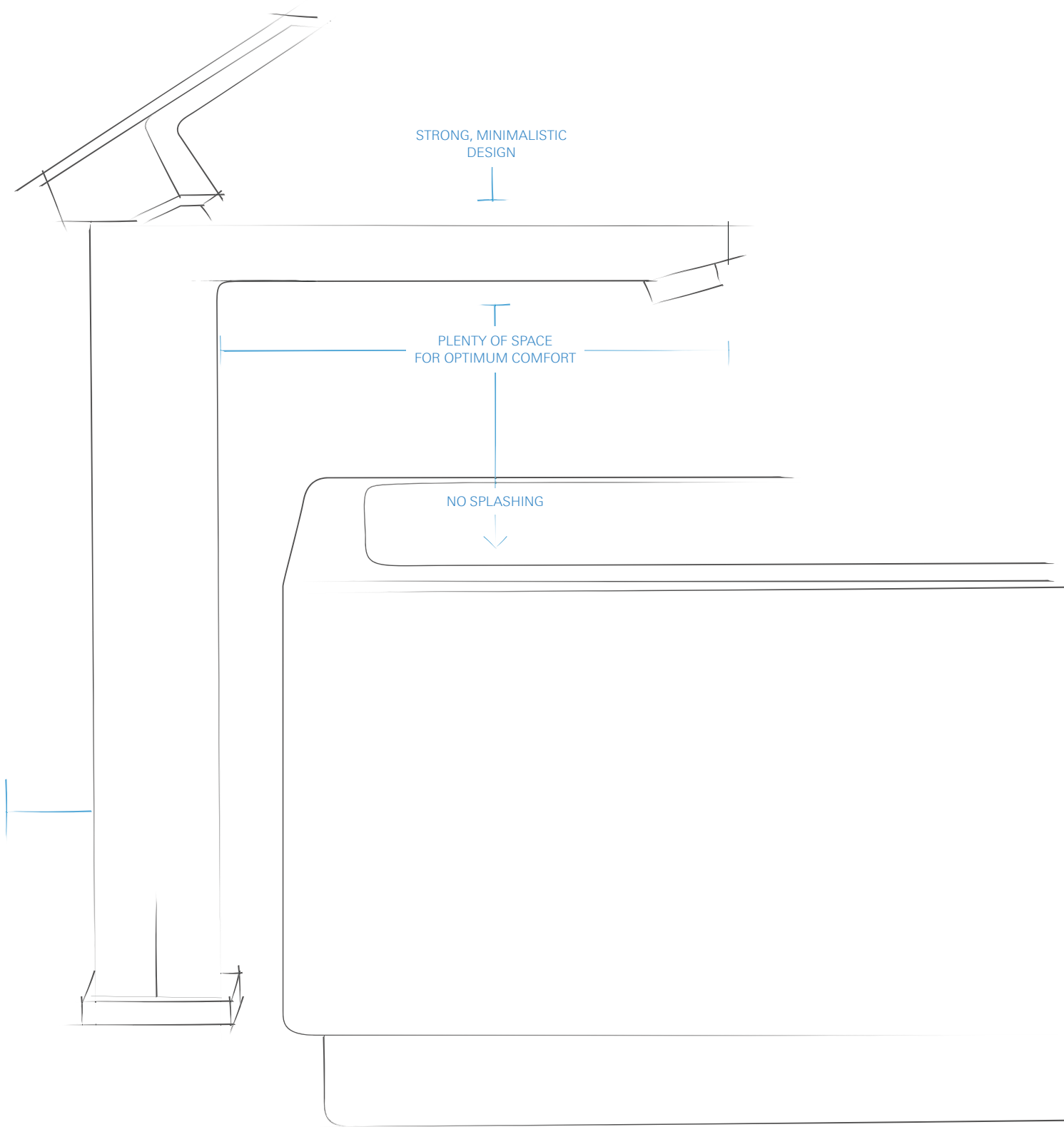
“We believe that a complete bathroom solution is the key to customer satisfaction.”

THOMAS FUHR, GROHE AG CEO



GROHE CERAMICS: MADE TO MATCH IN FORM AND FUNCTION

Finding a perfect match isn't easy. That's also true for the bathroom. Because our ceramics come with a selection of recommended combinations that fit our taps, showers and sanitary systems they complement one other in both design and technology: the overwhelming variety of options is distilled into one simple choice. Save yourself the trial and error and make only one easy choice: for a perfect match.



OUR ASPIRATION IS PERFECTION IN EVERY DETAIL **THAT'S WHY WE CREATED PERFECT MATCHES**

With GROHE Ceramics there is no need to rely on guesswork. Our dedicated design team looked at each individual product to determine which tap and basin shapes look best together, guaranteeing you a seamless, complete design aesthetic. In addition, we physically tested our products against three criteria to make sure every suggested combination offers you a perfect match:

- Easy installation
- No splashing during handwashing
- Plenty of space for optimum comfort

“We wanted to establish a natural relationship between two objects.”

MICHAEL SEUM, GROHE VICE PRESIDENT DESIGN



**WE ARE CONVINCED THAT
TWO ELEMENTS CAN
ACHIEVE PERFECT BALANCE**
LET OUR IDEAL COMBINATIONS
SURROUND YOU WITH SERENITY

“Only a perfect match can give
design the presence it deserves.”

MICHAEL SEUM, GROHE VICE PRESIDENT DESIGN



AS PART OF THE STRONG LIXIL GROUP THIS VISION COMES TRUE **BY COMBINING OUR KNOWLEDGE IN DESIGN AND TECHNOLOGY**

Together we're stronger. We combined our GROHE expertise as a world leader in sanitary fittings with the unique technology and insights from LIXIL's other Water Technology brands.

Over fifteen ceramic manufactories belong to the LIXIL group, making it one of the biggest suppliers of sanitary ceramics in the world. This now allows GROHE to offer a complete bathroom solution, featuring innovative products like shower toilets and SmartControl showers, alongside revolutionary technologies such as Triple Vortex. Beautiful, functional and reliable, LIXIL's products and solutions are changing the way people live, all over the world.

“Our affiliation to one of the leading manufacturers of sanitary ceramics worldwide makes us very proud.”

THOMAS FUHR, GROHE AG CEO

OUR COMPELLING TECHNOLOGIES

You may not see it at first sight – but our ceramics are equipped with the most advanced technology. At GROHE it is our aspiration to make your time in the bathroom as comfortable as possible without any restrictions. Discover our innovative GROHE technologies.



PUREGUARD

STAYS SPARKLING WHITE – NO CHANCE FOR BACTERIA AND DIRT



TRIPLE VORTEX FLUSH
THE POWER OF THREE: CLEAN AND SILENT



RIMLESS TECHNOLOGY
LEAVES BACTERIA NOWHERE TO HIDE



QUICK RELEASE SEAT
FAST REMOVAL FOR EASY CLEANING



SEAT & COVER SOFT CLOSE
GENTLE AND QUIET

PUREGUARD

STAYS SPARKLING WHITE – NO CHANCE FOR BACTERIA AND DIRT

Thanks to GROHE PureGuard, Essence Ceramic and Cube Ceramic come with an enduring sparkling finish. Long-lasting ions with an anti-bacterial effect prevent bacteria growth and keep your ceramics clean and germ-free.

The smooth surface also locks out dirt resulting from limescale and grime and is effortless to clean.

- Keeps your ceramics clean and sparkling white
- Anti-bacterial ions prevent bacteria growth



PUREGUARD



surface without PureGuard



surface with PureGuard

TRIPLE VORTEX

THE POWER OF THREE: CLEAN AND SILENT

Unlike other toilets, GROHE's innovative Triple Vortex flush system creates a powerful but silent vortex of water that swirls to cover and clean the whole of the bowl. Despite its power, this effective system is unlikely to splash and has low water consumption, with a dual flush option that uses just 5 l of water and only 3 l for a short flush. Instead of one or two water outlets, the Triple Vortex system flushes from three outlets to create a powerful suction that leaves nothing behind.



TRIPLE VORTEX



RIMLESS TECHNOLOGY LEAVES BACTERIA NOWHERE TO HIDE

With GROHE rimless technology, every surface of your toilet is easy to reach and effortless to keep clean, even in places you can't see. It makes bacteria hiding in corners and crevices under the rim a thing of the past. GROHE rimless technology leaves bacteria nowhere to hide.

- The technology for fast and easy cleaning
- Available for all toilets of all four lines



RIMLESS TECHNOLOGY







SOFT CLOSE SEAT GENTLE AND QUIET

Both seat and lid optionally have a gentle and quiet soft-closing mechanism to add a little more comfort. This user-friendly mechanism is durable and reliable making this WC an excellent choice for your project.

— Available for all toilets of all four lines



QUICK RELEASE SEAT EASY REMOVAL FOR EASY CLEANING

GROHE quick release seats come equipped with a special hinge that allows for easy removal of the toilet seat. It makes hidden spaces easily accessible for cleaning to keep the WC a hygienic and germ-free place.

— Available for all toilets of all four lines



PERFECT MATCH FOR YOUR BATHROOM



BAU CERAMIC – VERSATILITY FOR A MODERN LIFE



EURO CERAMIC – IN TUNE WITH MY LIFESTYLE

Create pure unison in your bathroom: with GROHE ceramics and GROHE shower trays. If you choose one of our perfect matches, you can be sure that you are composing a coherent and perfectly designed style.

Whatever your lifestyle, whatever your taste, you'll find the perfect combination of products within GROHE's four new ceramic ranges and the universal shower tray line. Each has its own distinctive qualities and creates a visually unified bathroom.



CUBE CERAMIC – A CLEAR STYLE STATEMENT



ESSENCE CERAMIC – BEAUTY IN ITS PUREST FORM

01

BAU CERAMIC





BAU CERAMIC

VERSATILITY FOR A MODERN LIFE

Every project needs a versatile design line that fits harmoniously into each bathroom interior. With its soft and round forms, Bau Ceramic is the perfect choice for the bathroom interiors of hotels, offices and residential housing. Its contemporary style makes it the perfect solution for your project, suiting every taste.

Bau Ceramic is a versatile all-rounder that offers state-of-the-art technology. By making all toilets rimless we made sure users benefit from the highest hygiene standards. This range will most certainly make your project a success.

— All toilets are rimless



RIMLESS TECHNOLOGY



QUICK RELEASE SEAT



SEAT & COVER SOFT CLOSE



39 438 000 Urinal concealed inlet
38 804 000 Nova Cosmopolitan Actuation plate

BAU CERAMIC

- Right **39 421 000** Wall hung basin 60 cm
- 23 753 000** BauFlow L-Size Basin mixer
- Top Left **39 424 000** Handrinse basin 45 cm
- 32 819 000** BauEdge Basin Mixer
- Top Right **39 423 000** Undercounter basin 55 cm
- 23 758 000** BauEdge S-Size Basin mixer
- Bottom **39 421 000** Wall hung basin 60 cm
- 23 335 000** BauLoop S-Size Basin mixer







Left	39 351 000	Bau Wall Hung WC Set
	39 493 000	Seat & cover soft close
	39 433 000	Wall hung bidet
	23 754 000	BauFlow Bidet Mixer
Right	38 765 000	Nova Cosmopolitan Dual flush plate
	39 421 000	Wall hung basin 60 cm
	32 810 000	BauFlow Basin Mixer



A bathroom that appeals to everyone: its sleek forms make Bau Ceramic the ideal collection for residential and public buildings.

BAU CERAMIC COLLECTION

A clean and modern design can be truly appealing – that's why we gave Bau Ceramic an understated look. This collection offers a complete bathroom solution including a wide range of basins of different sizes and mounting options.

Thanks to GROHE rimless technology, all toilets of this range are effortless to clean. Every Bau Ceramic toilet is equipped with a soft closing and quickly released seat. When you choose this collection, you can be sure to have everything covered for your project business – at an attractive price.

39 421 000
Wall hung basin
60 cm





39 420 000
Wall hung basin
65 cm
*Non stock keeping item



39 421 000
Wall hung basin
60 cm



39 440 000
Wall hung basin
55 cm



39 424 000
Handrinse basin
45 cm
*Non stock keeping item



39 422 000
Drop in basin
55 cm



39 423 000
Undercounter basin
55 cm



39 426 000
Semi pedestal for wash basins



39 425 000
Pedestal for wash basins



39 351 000
Wall hung WC
rimless with
soft close seat



39 351 000
Wall hung WC
rimless
Seat & cover soft close
Quick release function



39 433 000
Wall hung bidet
*Non stock keeping item



39 432 000
Floorstanding bidet
*Non stock keeping item



39 349 000
Floorstanding WC for closed
coupled combination
rimless, wash down,
horizontal outlet



39 436 000
Cistern with bottom inlet
39 437 000
Side inlet



39 492 000
Seat & cover
Quick release function
39 493 000
soft close
Quick release function



39 438 000
Urinal concealed inlet



39 430 000
Floorstanding WC
rimless
wash down
horizontal outlet
39 431 000
Vertical outlet
*Non stock keeping items



39 648 SH0
Bau Manual Bidet seat
With two spray arms

COMFORTABLE CLEANING WITH PURE WATER

NO ELECTRICITY NEEDED –
THE GROHE MANUAL BIDET SEAT

GENTLE CLEANSING, TAILORED TO YOU

Transform your bathroom experience to one where hygiene, freshness and comfort are the standard with the GROHE Manual Bidet Seat. Cleaning with water rather than paper is more natural, more hygienic and gentler on your skin, leaving you with a confident, fresh feeling.

Designed to fit your existing WC, the GROHE Manual Bidet Seat offers targeted personal cleansing via two separate spray heads. The sophisticated spray leaves the bathroom clean and dry. The spray can be adjusted

for your own comfort, and hygiene is assured thanks to a cleaning function.

The GROHE Manual Bidet Seat transforms your bathroom into a hygienic, convenient personal cleansing zone, where you can be gently cleaned in a relaxing, tailored experience that you control. Just take a seat and let the GROHE Manual Bidet Seat transport you to a cleaner, more comfortable place. It's that simple.



PERFECTLY HYGIENIC WITH TWIN SHOWER



REAR SPRAY

Thorough yet gentle, the targeted rear spray promises precise personal cleaning. You can adjust the strength of the spray for more gentle cleansing.



LADY SHOWER

The refreshing lady shower uses a completely separate spray arm for complete hygiene. The softer, wider spray pattern is more gentle, ideal for intimate feminine areas, and the spray strength can be adjusted for complete comfort.



SOFT CLOSE SEAT

Both seat and lid have a quiet SoftClose mechanism meaning no danger of trapped fingers or of damaging the material.



RETRACTABLE NOZZLES

The two retractable spray arms are protected for extra hygiene.



CLEANING FUNCTION FOR SPRAY ARMS

Have confidence that the two spray arms remain germ-free, thanks to the cleaning function. Made from anti-bacterial material, the spray heads can be rinsed before and after every use controlled by the seat control lever.



SELF-CLEANING POSITION



LEVER DOWN: REAR SHOWER

INTUITIVE CONTROL

Within easy reach, the control lever can be found on the side of the Bidet Seat. The lever lets you select the spray function and adjust the water pressure to your comfort. Press the lever half down or raise it half up to activate the cleaning function of the spray arms. For the rear spray function press the lever completely down. For the lady shower function raise the lever completely up.



SELF-CLEANING POSITION



LEVER UP: LADY SHOWER

02

EURO CERAMIC





EURO CERAMIC IN TUNE WITH MY LIFESTYLE

Imagine a great looking bathroom which adapts effortlessly to your real life, where you start and end your day in a personal space. A bathroom which is both hugely practical but also fun and visually distinctive.

The Euro Ceramic range has been specially designed to match up an excellent performance with an attractive price. You can enjoy a flexible and stylish bathroom day in, day out for years to come.

- All toilets have Triple Vortex flush*
- All toilets are rimless



TRIPLE VORTEX FLUSH



RIMLESS TECHNOLOGY



QUICK RELEASE SEAT



SEAT & COVER SOFT CLOSE

* except floorstanding WC



- 39 328 000 Wall hung WC
- 39 330 000 Seat & cover soft close
- 38 844 000 Arena Cosmopolitan Flush plate



Left **39 338 000** Floorstanding WC close coupled in combination with cistern **39 332 000**
Bottom **39 335 000** Wall hung basin 60 cm
23 537 002 Eurosmart L-Size Basin mixer



- Right **39 323 000** Wall hung basin 65 cm
 23 537 002 Eurosmart L-Size Basin Mixer
- Top Left **39 337 000** Countertop basin 60 cm
 23 324 001 M-Size Basin Mixer



Discreet style to inspire. Good design doesn't need to shout. The flowing lines of Euro Ceramic effortlessly create a relaxing bathroom.



EURO CERAMIC COLLECTION

Open up your bathroom to create a calming retreat that fosters thought, relaxation and well-being: with the Euro Ceramic range. This collection offers everything you need for bathroom solutions, especially small ones. All basins and toilets of this collection have a compact size and design to use space most effectively. The innovative surface technology PureGuard is available as an option.

39 335 000
Wall hung basin
60 cm





39 323 000
Wall hung basin
65 cm
*Non stock keeping item



39 335 000
Wall hung basin
60 cm



39 336 000
Wall hung basin
55 cm
*Non stock keeping item



39 337 000
Countertop basin
60 cm



39 324 000
Handrinse basin
45 cm
*Non stock keeping item



39 327 000
Mini handrinse basin
37 cm



39 423 000
Undercounter basin
55 cm



39 201 000
Semi pedestal for wash basins
for handrinse basin



39 202 000
Pedestal for wash basins



39 206 000
Wall hung WC
with Seat **39 330 001**
Triple Vortex



39 206 000
Compact wall hung WC
Triple Vortex
wash down



39 328 000
Wall hung WC
Triple Vortex
wash down
*Non stock keeping item



39 329 000
Floorstanding WC
rimless
wash down
universal outlet
*Non stock keeping item



39 339 000
Floorstanding WC
back to wall
Triple Vortex
wash down
universal outlet
*Non stock keeping item



39 330 001
Seat and cover
soft close
Quick release function



39 208 000
Wall hung bidet
*Non stock keeping item



39 340 000
Floorstanding bidet
*Non stock keeping item



WC closed coupled combination:
WC, rimless, Triple Vortex, wash down,
universal outlet (39 338 000)
Cistern with side inlet 39 333 000
Seat & cover soft close (39 330 001)



39 338 000
Floorstanding WC for closed coupled combination
triple vortex, wash down, universal outlet



39 332 000
Cistern with bottom inlet



39 330 001
Seat and cover
soft close
Quick release function

03

CUBE CERAMIC





CUBE CERAMIC

A CLEAR STYLE STATEMENT

Step away from a busy, cosmopolitan life for a moment and enjoy the essentials. With its strong, minimalist lines, the stunning Cube Ceramic collection sums up cool and contemporary bathroom luxury. Every product in the collection has a sophisticated feel, modelled on the crisp, clean lines of the cube. The dynamic shapes and smooth surfaces are designed to be fuss-free, ideal for creating a modern bathroom scheme that brings a sense of calm clarity to your day.

- Unique surface technology PureGuard
- Toilet range offers rimless and Triple Vortex technologies



PUREGUARD



TRIPLE VORTEX FLUSH



RIMLESS TECHNOLOGY



QUICK RELEASE SEAT



SEAT & COVER SOFT CLOSE



39 473 00H Wall hung basin 60 cm
23 445 000 Eurocube M-Size Basin mixer
40 624 001 Double towel bar 439 mm



- Left **39 245 00H** Wall hung WC
39 374 KSO Glass Cover Skate Cosmopolitan
Top **39 486 00H** Wall hung bidet
39 245 00H Wall hung WC
39 732 000 Skate Cosmopolitan Flush plate
23 138 000 Eurocube S-Size Bidet mixer
Bottom **39 473 00H** Wall hung basin 60 cm
20 351 000 M-Size 3-hole Basin mixer



CUBE CERAMIC

Right	39 479 00H	Countertop built-in basin 60 cm
	23 445 000	Eurocube M-Size Basin mixer
Top Left	39 478 00H	Countertop basin 50 cm
	20 351 000	Eurocube M-Size 3-hole Basin mixer
Top Right	39 482 00H	Vessel basin 40 cm
	19 895 000	Eurocube M-Size Basin mixer wall mounted 171 mm



Be inspired by the timeless quality of architectural design. The Cube Ceramic range of basin designs has been created to suit your personal style and routine, but all are united by crisp profiles and clean corners for an effortlessly contemporary look.



CUBE CERAMIC COLLECTION

With ceramics from the Cube Ceramic range, you create a bathroom scheme that makes the best out of effortless chic and contemporary design. Generously proportioned, its distinctive basins turn your bathroom into a welcoming urban oasis. Take a time-off from the hectic world outside and let the shapes of the city inspire you.

3947400H
Wall hung basin
50 cm





39 386 00H
Wall hung basin
100 cm
*Non stock keeping



39 469 00H
Wall hung basin
80 cm
*Non stock keeping



39 474 00H
Wall hung basin
50 cm



39 475 00H
Countertop basin
100 cm



39 476 00H
Countertop basin
80 cm



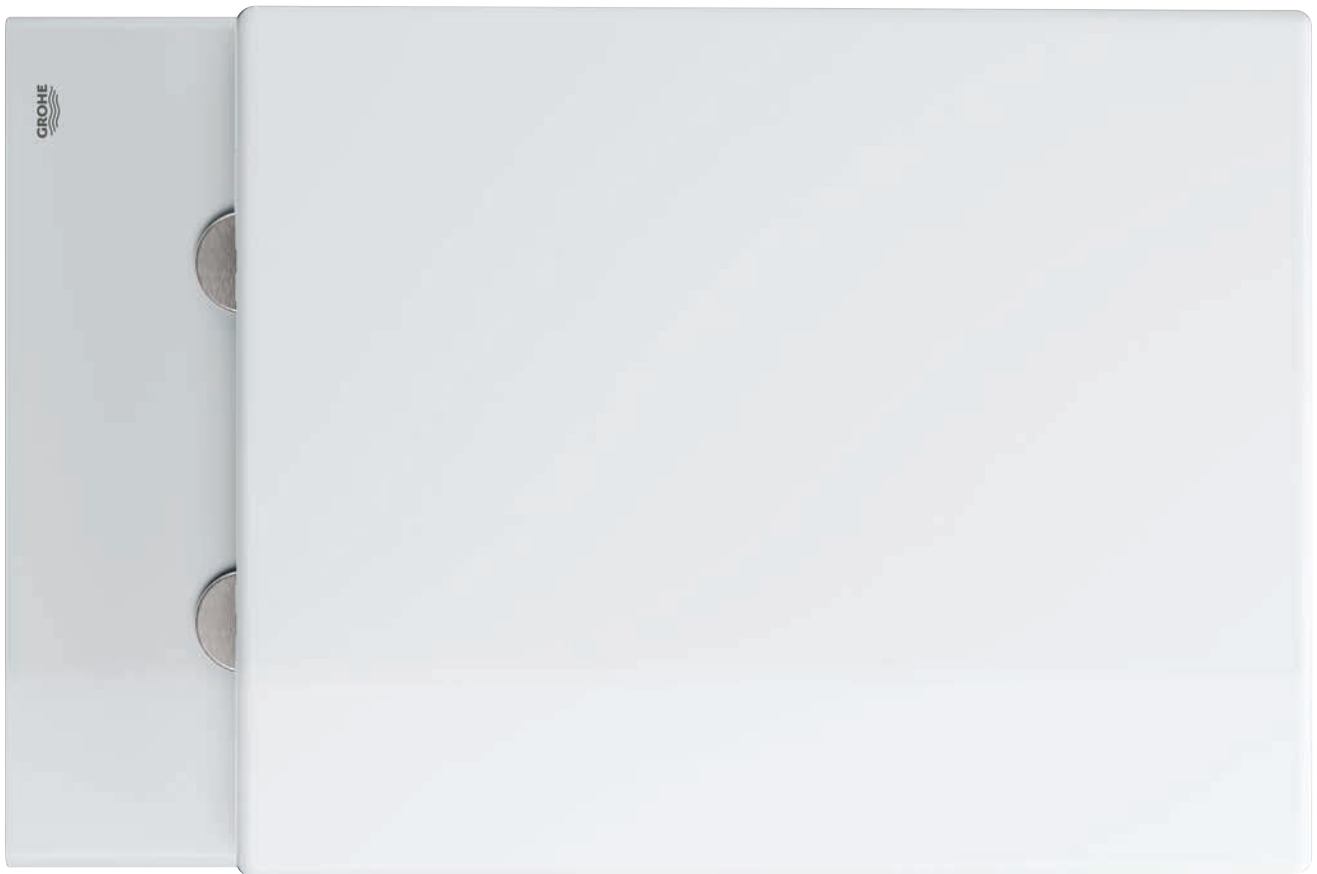
39 478 00H
Countertop basin
50 cm



39 479 00H
Drop-in basin
60 cm



39 480 00H
Undercounter basin
50 cm



39 245 00H
Wall hung WC
Triple Vortex
wash down



39 482 00H
Vessel basin
40 cm



39 483 00H
Handrinse basin
45 cm
*Non stocking item



39 245 00H
Wall hung WC
Triple Vortex
wash down



39 485 00H
Floorstanding WC back to wall
rimless
wash down
*Non stocking item



39 486 00H
Wall hung bidet
*Non stocking item



39 487 00H
Floorstanding bidet
*Non stocking item



39 488 000
Seat & cover
Quick release
soft close





39 484 00H
Floorstanding WC for closed coupled combination
rimless
wash down
universal outlet



39 490 000
Cistern with bottom inlet
39 489 000
with side inlet



39 488 000
Seat & cover
Quick release
soft close

04

ESSENCE CERAMIC





ESSENCE CERAMIC

BEAUTY IN ITS PUREST FORM

Clarity. Subtlety. A certain lightness of touch. These are the qualities that inform Essence, a design line created from gently organic forms. Perfect for those for whom the bathroom is a place of relaxation and contemplation, the collection's slender profiles and natural lines are ideal for creating a calming scheme that is timeless in its elegance, and gives the whole bathroom space to breathe. Pared back to the essentials, Essence provides effortless, appealing design with innovative features you'll enjoy day after day.

- PureGuard surface technology
- All toilets are rimless



PUREGUARD



TRIPLE VORTEX FLUSH



RIMLESS TECHNOLOGY



QUICK RELEASE SEAT



SEAT & COVER SOFT CLOSE





Left **39 572 00H** Essence Close Coupled WC with Cistern (39 578 000) and Seat (39 577 000)
Top **39 574 00H** Wall hung bidet
39 571 00H Wall hung WC
Bottom **39 565 00H** Wall hung basin 60 cm
23 106 001 Lineare Basin mixer



ESSENCE CERAMIC

Right **36 609 00H** Essence Vessel Basin 45 cm
Top Left **39 608 00H** Essence Vessel Basin 60 cm
Top Right **39 567 00H** Vanity Basin 80 cm
23 799 001 Essence Basin Mixer L size



Organic, tactile but light as a feather, Essence is perfect for creating a space with no hard edges. Just an elegant bathroom of harmony, comfort and timeless purity.



ESSENCE CERAMIC COLLECTION

Bring a breath of fresh air to your bathroom with the light, delicate lines of Essence. The collection offers all the options necessary to tailor your bathroom to your needs, from compact wall-mounted basins to elegant vanity models, with floorstanding or wall-mounted options across WCs and bidets. All of the ceramics in this collection come with PureGuard surface technology for easier cleaning and increased hygiene and all WCs feature innovative rimless technology.

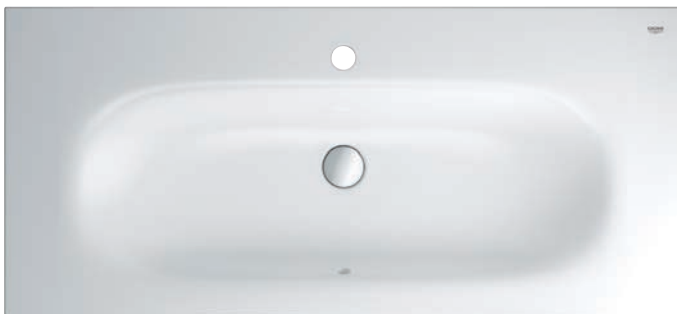
With Essence you will find all the power, performance and clever details you expect, concealed within an astonishingly slim, sleek, elegantly organic exterior.



39 609 00H
Vessel
45 cm



39 608 00H
Vessel
60 cm



39 566 00H

Vanity basin
100 cm

39 567 00H

80 cm

39 568 00H

60 cm

*Non stock keeping item



39 565 00H

Wall hung basin
60 cm



39 570 000
Half Pedestal for wash basins



39 425 000
Full Pedestal for wash basins



39 574 00H
Wall hung bidet
*Non Stock Keeping item



39 575 00H
Floorstanding bidet
*Non Stock Keeping item



39 571 00H
Wall hung WC
39 577 000
Soft close seat
With Quick Release



39 573 00H
Floorstanding WC
back to wall
39 577 000
Soft close seat
With Quick Release



39 572 00H
Floorstanding WC
39 579 000
Cistern with bottom inlet
39 578 000
Cistern with side inlet
39 577 000
Soft close seat
With Quick Release

OVERVIEW OF ALL FOUR LINES



PUREGUARD
STAYS SPARKLING WHITE –
NO CHANCE FOR BACTERIA AND DIRT



TRIPLE VORTEX FLUSH
THE POWER OF THREE: CLEAN AND SILENT

BAU CERAMIC
VERSATILITY FOR A MODERN LIFE

EURO CERAMIC
IN TUNE WITH MY LIFESTYLE

CUBE CERAMIC
A CLEAR STYLE STATEMENT

ESSENCE CERAMIC
BEAUTY IN ITS PUREST FORM



Exceptionally smooth, hardwearing finish prevents bacteria growth

Natural anti-bacterial ions inhibit germs and prevent stains

Ceramic stays sparklingly clean and germ-free with the minimum of effort

Three water outlets in the bowl create a powerful vortex effect that leaves nothing behind

Every corner of the bowl is covered and cleaned

Very quiet flush

Less risk of splashing



RIMLESS TECHNOLOGY
LEAVES BACTERIA NOWHERE TO HIDE



SOFT CLOSE SEAT
GENTLE AND QUIET




QUICK RELEASE SEAT
EASY REMOVAL FOR EASY CLEANING




No corners or crevices, which are playgrounds for bacteria

Both seat and lid have a gentle and quiet soft-closing mechanism

A special hinge allows easy removal of the toilet seat for cleaning

 = optional

 = as standard

WITH OUR PERFECT MATCHES YOU CAN BE SURE **THAT EVERYTHING FITS**

A consistent design language and ergonomic use are essential for making your bathroom a place of true relaxation. With our perfect matches, we created three coordinated collections for a complete bathroom solution.

Each of our matches was tested to be perfect in design and function. Choose for yourself the line that most perfectly complements your personal style. Do you prefer the versatility of Bau Ceramic, the soft lines of Euro Ceramic or the modern and geometric shapes of Cube Ceramic?

For more information, visit ceramics.grohe.com



BAU CERAMIC



BAUEDGE



BAUFLOW



EURO CERAMIC



EUROSMART
COSMOPOLITAN



EUROSMART



CUBE CERAMIC



EUROCUBE



LINEARE



ALLURE
BRILLIANT



ESSENCE CERAMIC



ESSENCE



LINEARE



OUR RECOMMENDATIONS



BAU CERAMIC



EURO CERAMIC

TAPS



BAUEDGE
32 819 000

BAUFLOW
32 810 000



EUROSMART
33 265 002

EUROSMART
COSMOPOLITAN
32 825 00E

FLUSH PLATES



NOVA COSMOPOLITAN
38 765 000



ARENA COSMOPOLITAN
38 844 000

ACCESSORIES



BAU COSMOPOLITAN
TOWEL RING
40 460 001



ESSENTIALS
TOWEL RING
40 365 001

SHOWER TRAYS



UNIVERSAL SHOWER TRAY
90 CM X 90 CM
39 301 000*



UNIVERSAL SHOWER TRAY
80 CM X 120 CM
39 305 000*



CUBE CERAMIC



ESSENCE CERAMIC



EUROCUBE
23 127 000



LINEARE
32 114 001



ALLURE
BRILLIANT
23 029 000



ESSENCE
23 590 001



LINEARE
32 114 001



SKATE COSMOPOLITAN
37 535 000



ARENA COSMOPOLITAN
38 844 000



SELECTION CUBE
TOWEL RING
40 766 000



ESSENTIALS
TOWEL RING
40 365 001



UNIVERSAL SHOWER TRAY
100 CM X 100 CM
39 300 000*



UNIVERSAL SHOWER TRAY
100 CM X 100 CM
39 300 000*

PURE FREUDE AN WASSER.

Life-giving, universal, joyful – water itself is the source of inspiration for the whole of our distinctive product portfolio.

Each of these products is always based on our four core values: Quality, Technology, Design and Sustainability. Balancing these in everything we do, allows us to deliver unrivalled water enjoyment to our customers.







QUALITY

**GERMAN PERFECTIONISM INSPIRES
ULTIMATE CUSTOMER CONFIDENCE.**

We strive for an excellence that goes way beyond the surface of our products. In fact, from design to production and customer service we aim for nothing less than perfection at every stage. Our history of great German engineering, rigorous internal tests and numerous external certification processes are what gives our customers complete confidence in a name they can trust.

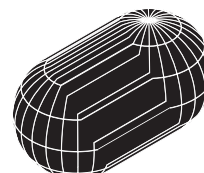


NO. 1 MOST TRUSTED BRAND BY CONSUMERS
(IN THE SANITARY INDUSTRY)

TECHNOLOGY

MASTERING WATER THROUGH TECHNOLOGY.

In our relentless search for technological innovation we work to integrate the latest digital advances, creating smart solutions that enhance our customers' enjoyment of water. Our in-house experts harness the power of water to enhance the experience of our customers every day – the moment of truth, for our products and brand.



FORTUNE®
**CHANGE
THE WORLD**
2017

FORTUNE MAGAZINE: AMONG TOP 50
COMPANIES TO "CHANGE THE WORLD"



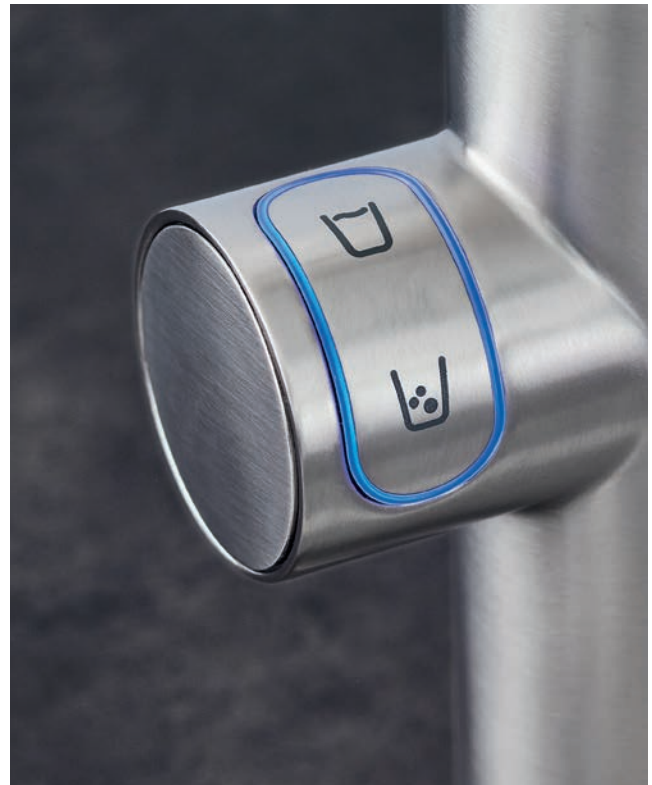
DESIGN

SIGNATURE ELEMENTS STYLED TO PERFECTION.

An empathetic and intuitive design language offers us the opportunity to create products that feel as if they were designed just for you. This unique GROHE DNA that is both ergonomic and visually distinctive has earned us numerous design awards: world class references are testimony to our world-wide recognition.

300+
DESIGN AWARDS

DESIGN AWARDS
WON SINCE 2003



SUSTAINABILITY

ENSURING WATER ENJOYMENT FOR GENERATIONS TO COME.

Water is as essential as the air that we breathe, one more reason why we are so passionate about it. To be able to offer "Pure Freude an Wasser", not just to today's consumer but for generations to come, we offer sustainable product solutions like GROHE Blue, GROHE EcoJoy and GROHE SilkMove ES, and we demonstrate through our Sustainability Report and Sustainability accolades that we have made a serious corporate commitment to protecting the planet.



Winner 2017

CSR AWARD WINNER OF THE
GERMAN GOVERNMENT

A GLOBALLY CONNECTED COMPANY

GROHE IS PART OF LIXIL – A GLOBAL LEADER IN THE HOUSING AND BUILDING INDUSTRY.

Beginning back in early 20th century Japan, LIXIL is today the most comprehensive company in our industry, with a unique portfolio spanning everything from technologies that revolutionize how we interact with water, to a full lineup of interior and exterior materials and products for houses and major architectural projects. Operating in 150 countries, LIXIL companies design and manufacture products that are used by more than a billion people around the world every day.

The world is changing rapidly, and LIXIL companies are helping to shape it. Across our brands and technologies, we design and manufacture tomorrow's living solutions, today. From developing smart innovations in people's homes and offices, to redefining the world's most famous city skylines, LIXIL products are transforming the spaces in which we all work, learn, travel, relax, and live.

Alongside GROHE in LIXIL's family of world-class brands are American Standard, INAX, DXV by American Standard and Permasteelisa. Combined, our brands make us number one in taps and plumbing-related products worldwide and Japan's premier provider of housing products. We're leading the way in many other areas around the world, thanks to our shared focus on creating innovations that genuinely improve people's lives.

Together we're stronger. Combining our GROHE expertise as a world leader in sanitary fittings with the unique technology and insights from LIXIL's other Water Technology brands, GROHE now offers complete bathroom solutions, featuring innovative products like shower toilets and SmartControl showers, alongside revolutionary technologies such as Triple Vortex sanitaryware that stays clean for 100 years. Beautiful, functional and reliable, LIXIL's products and solutions are changing the way people live, all over the world.

Together, we share a powerful vision of a better tomorrow, for our customers and for the world. As a truly global manufacturing company, we know that we have an important part to play in securing the future of our planet. We're leading the way in areas such as energy efficiency and water saving technology and aim to achieve a net zero environmental footprint by 2030. We believe everyone should have access to clean and safe sanitation, and are committed to using our expertise to help make this possible.

Together we're creating the future of good living for everyone, everywhere.



DISCOVER THE WORLD OF GROHE

What you see here represents just a small selection of what the world of GROHE has to offer. Whether you are looking for ideas and inspiration or solutions for bath and kitchen, here's where you'll find it.

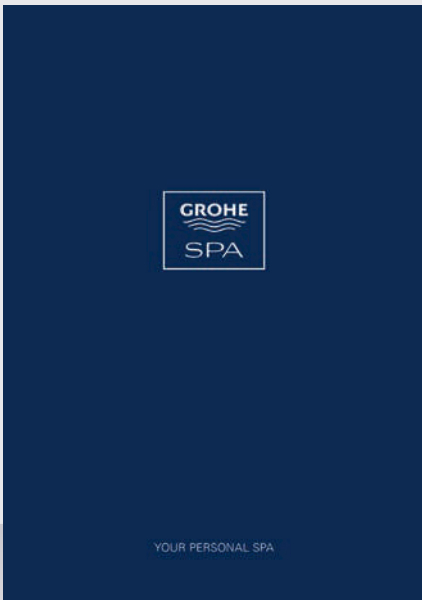
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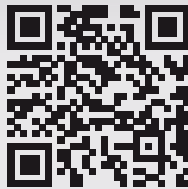


BATH BROCHURE

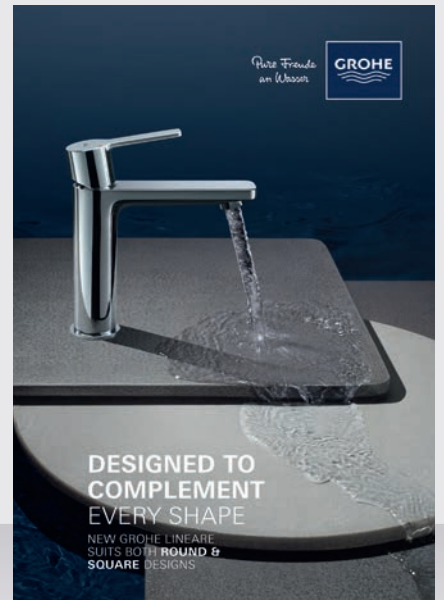




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