



GROHE focuses on style and sustainability

Dubai's first green city residential development feature GROHE fittings

Protecting the environment, preserving natural resources and exercising social responsibility have long been important elements of corporate strategy at GROHE. The leading bathroom fittings manufacturer is now partnering with Dubai Sustainable City to fit the new residential community with Masters of Technology award winning sustainable designs.

Located just 15 minutes from Downtown Dubai, the Sustainable City will offer luxury housing that meets sustainability standards (set by The World Commission on Environment and Development). The homes are a mix of inspiring architecture and advanced sustainable infrastructure, ensuring residents do not compromise elegant design for a reduced carbon footprint. The city will generate much of its own electricity through city-wide and rooftop solar panels and the homes are designed to accommodate this too. Each house takes into consideration the natural aspects of sunlight and wind in order to create cleaner air and providing lower temperatures for a cooler city microclimate.

The city concept is also reflected in all of GROHE's selection installed in the residential area combining the economic, ecological and safe use of water with excellent design. Such products include the Tempesta shower head and hand shower which are engineered to withstand the rigors of, day-to-day, use and create a very satisfying shower with maximum water coverage. The residential homes will also feature the Concetto. With its super-slick design and high-tech features, the Concetto design is fresh and youthful, creating a crisp and modern look with contemporary accents to the bath.



Eurocube, a design cleverly engineered for an extensive choice of faucets features accurate square designs for the basin, bidet, shower and bath. The combination of square and rectangular shapes enhanced with the latest GROHE technologies make the Euphoria Cube the smart choice for minimalist design in the bathroom.

All of the products reduce water consumption, and combine economic, ecological and safe use of water with excellent design. Each product allows for responsible and safe consumption of water and energy resources making it the ideal choice for Sustainable City and reflecting GROHE's core values of minimalism, modernism and functional excellence.

Dubai Sustainable City will be the first residential community of its kind in Dubai. It is expected to meet the highest environmental standards by adopting a sustainable approach in its mission to become a regional leader in both eco-tourism and global environmental protection.

The residential area will be made of 500 townhouses and courtyard villas all inspired by the urban form and heritage of Dubai's old Bastakya district. It will also boast tourist attractions such as a planetarium and a grass amphitheatre for hosting events. To encourage outdoor activities, there will be a variety of sport and leisure facilities, biking and shaded jogging trails across the city. Further, the city will have a natural 'biodome' greenhouse, organic farm and individual garden farms for local food production.

The Sustainable City is expected to be completed by 2016.

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Pure Freude an Wasser



About GROHE

GROHE is the world's leading provider of sanitary fittings.

With its global GROHE brand, the company has relied on its brand values of technology, quality, design and sustainability for decades to deliver "Pure Freude an Wasser".

GROHE has a global workforce of around 6,000 people. There are about 2,400 employees working in Germany. GROHE runs three production plants in Germany as well as several plants in other markets. In 2014, the company generated consolidated sales of approx. €1.2 billion with its comprehensive product portfolio for bathroom and kitchen. Some 85 percent of its sales are currently generated outside Germany.

GROHE was taken over by the LIXIL Group and the Development Bank of Japan in January 2014.

The LIXIL Group is the global leader in the building materials and housing equipment industries. Since April 2015, GROHE is part of the global market leader LIXIL Water Technology that pools LIXIL's worldwide sanitary ware business in one single business unit with GROHE remaining an independent brand.