



## PRESS RELEASE

### **GROHE showcases its latest technologies and products at three-day interactive launch event held in Dubai**

GROHE, the world's leading German manufacturer in sanitary fittings held a three-day launch event recently to showcase their latest technologies. As part of the launch, GROHE invited leading designers, consultants and select developers on 13th April 2016 for an exclusive presentation of the products, followed by dinner at the Nobu Restaurant, Atlantis Palm Jumeirah, Dubai. The latest technologies launched and on display for guests to experience included GROHE Sensia® Arena, GROHE SmartControl, GROHE Eurocube Joy, and the GROHE Brilliant and GROHE Grandera™.

Simon Shaya, General Manager and President of GROHE, Middle East and Africa launched the event with an introductory briefing on all the latest products, the quality, technology and design. This was followed by an interactive presentation of the technologies by senior GROHE executives.

#### **Products launched**

##### **GROHE Sensia® Arena**

The technology marks a new dimension in shower toilet performance and convenience. It offers hygiene and freshness at the touch of a button. The lozenge shaped bowl, a signature element of the GROHE Design DNA, was created at the GROHE Design Studio led by Paul Flowers. The lozenge shape ensures a perfectly ergonomical design of the bowl both for the floor-standing and for the wall-mounted toilet. Moreover, the GROHE Sensia® Arena shower toilet offers the most innovative features such as an air-infused shower spray, a rimless bowl, automatic lid opening and, in the



case of the floor-standing model, automatic flushing and rinsing using GROHE sensor technology.

### **GROHE SmartControl**

Also launched was the GROHE SmartControl, featuring an innovative Smart Control push button technology. With this technology, spray patterns can be selected and started by pushing one of the buttons on the wall-mounted chassis whereas turning the button allows to personalise the water volume. The push button technology is so straightforward and easy to understand that even children can use it intuitively. As a result, GROHE SmartControl delivers a perfect shower experience for every member of the family. GROHE SmartControl is based on a technology developed through extensive knowledge transfer within the LIXIL Water Technology Group.

### **GROHE Eurocube Joy**

With the new GROHE Eurocube Joy faucet range, the design is reduced to perfectly square shapes. It is a cosmopolitan offering, created to complement the most modern of interior spaces. Its pure cubic form and flawless surfaces radiate precision craftsmanship. The increased spout height is designed to offer greater ease of access and user comfort. At the same time the GROHE Feathercontrol cartridge offers light-as-a-feather operation and precise control of water flow and temperature, guaranteed to last for the life of the faucet. Another feature of GROHE Eurocube Joy is the lasting quality of the surfaces. Thanks to the GROHE StarLight® coating, the faucet is incredibly scratch-resistant, meaning the dazzling surface won't mark or tarnish.

### **GROHE Brilliant and GROHE Grandera™**

GROHE Allure Brilliant illustrates the absolute precision that can only be achieved through years of experience and an unfaltering passion for innovation. Complex without being complicated, faceted taps add a new

*Pure Freude an Wasser*



dimension to bathroom design, and a new dimension to water. With its gem-like quality and structured shape Allure Brilliant exudes architectural appeal. The GROHE Grandera™ collection is both a homage to an age of grandeur long past and an affirmation of a modern sensibility, combining the highest standards of quality and craftsmanship with a love of detail and comfort. Stylistically, the Grandera™ collection can be combined with a wide range of bathroom furnishings, with the added flexibility of two colours – chrome and chrome/gold. Thanks to GROHE StarLight® technology, not only will the fittings retain their shine in the long term but they are also extremely resistant to dirt and scratches.

The event was well attended with over 100 guests from the UAE. The launch event on 13th April was followed by an industry networking session.

**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 €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, which is organized as four technology business units, is the global leader in the building materials and housing equipment industries. GROHE is part of the LIXIL Water Technology business unit and led as an independent brand.

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