



PART OF **LIXIL**

For more information:
Lauren Higgins, Sharp
LH3@sharphink.com
For LIXIL Americas,
GROHE
(212) 829-0002

FOR IMMEDIATE RELEASE

GROHE Presents Selection of Kitchen and Bath Fittings at KBIS 2017

*Standouts include modern semi-professional kitchen faucets
and a suite of ADA-compliant fixtures for the bath*

ORLANDO, Fla. (Jan. 10, 2017) — **GROHE**, the world's leading single-branded manufacturer and supplier of kitchen and bath fittings, returns to the KBIS show floor with an assortment of solutions for the kitchen and bath. Leading with the brand's newest introductions, **Concetto Semi-Pro** and **Essence Semi-Pro** kitchen faucets in a selection of hoses in neutral colors, GROHE will be showcasing a unique variety of products designed to meet the needs of today's homeowners and trade professionals. Presented as part of the LIXIL Americas portfolio, the solutions will be found in Booth #W1547, West Hall at the Orange County Convention Center, January 10-12, 2017.

"The newest GROHE products affirm our commitment to design that offers both aesthetic merit and functional value to the universal design market," said Maha El Kharbotly, chief marketing officer for LIXIL Americas. "We are excited to introduce a range of products that meet everyone's needs, increasing the flexibility and customization options for the user, while maintaining the highest standards of design and quality."



Kitchen Faucets that Make a Splash - Coming Soon!

With its newest semi-professional kitchen faucets, GROHE proves that going bold can yield significant design payoff. GROHE **Concetto Semi-Pro** and **Essence Semi-Pro** kitchen faucets come with "velvet

GROHE Concetto Semi-Pro,
Velvet Matte Black

matte black” silicone hoses. Essence Semi-Pro also offers two other optional hose colors; “matte sheer marble” and “matte dark gray.”

The high-quality offerings are also high on performance: the faucets operate with a 360-degree turnable spring for a fully rotating spray arm, and feature a powerful magnet to guarantee seamless docking after use.

“In many ways, the faucet is the focal point of the kitchen—it is used for everything from food preparation to dish clean-up— we designed Concetto and Essence for consumers who demand a professionally-inspired kitchen,” said Michael Seum, vice president of design for GROHE. “In addition to the professional design aesthetic, the new color offerings for Essence are big on personality, and with a full palette of neutrals, there is a statement for everyone in the kitchen.”

While both faucets are cosmopolitan in their design aesthetic, each is distinct in its GROHE Design DNA. Concetto showcases pure geometric intersections infused with subtle angles that make a strong professional statement in the kitchen. Essence was designed for the most demanding European aesthetics and is based on pure concentric geometry; the strong base of Essence meets the hose with a more sinuous, fluid silhouette.



GROHE Essence Semi-Pro,
Matte Sheer Marble

Concetto Semi-Pro is listed at \$499 MSRP, and Essence Semi-Pro is listed at \$699 MSRP.

Faucets with Functionality (For Everyone) in Mind



GROHE Wideseet Three-Hole Faucet

The GROHE Concetto faucet collection also has a line for the bath, and the newest additions are both super-slick in design and thoughtful in functionality. The newcomers include the **Concetto XS Single Hole Faucet** and **Concetto Wideseet Three-Hole Faucet**, which were developed to meet the American Disabilities Act (ADA) requirements as the lever is no more than 6 inches high when in use.

The levers’ 6-inch adherence means that an individual seated in a wheelchair can activate the faucet within a comfortable range. A third look comes via the **Concetto L-**

Size Single Hole Faucet, which continues the line's contemporary design and while taller in height, still meets ADA requirements for other types of applications.

Featuring GROHE's SilkMove cartridge, the Concetto faucets can be operated with smooth handling for effortless precision. The faucets are both WaterSense and CEC certified to meet the most stringent water conservation needs of 1.2 gallons per minute to offer the user high performance without sacrificing on style.

Concetto bath faucets start at \$209 MSRP.

Other additions to this popular collection include new Tub/Shower Trim that have clear red and blue markings for hot and cold as well as a concealed mounting for a simple and clean look. Along with the Tub/Shower Trim, the collection also includes a new easy to install tub spout ("slip fit," which slips over the pipe protruding from the wall) available at an affordable price point. The trim is available for all standard Grohsafe pressure balance valves as well as the pressure balance valve with built-in diverter.



GROHE Tub/Shower Trim with Diverter



GROHE Concetto 3-Way Diverter

Lastly, completing the new Concetto additions are the new 2-Way & 3-Way Diverter and Trims that are designed to meet national and regional water conserving requirements. The diverter valves are available with options for dual-use (the user can operate the handshower and showerhead simultaneously) or for mono-use (the handshower and showerhead use is set to one outlet at a time). The mono-use diverter valve is CEC certified and available for purchase in California. The Concetto trims are user friendly, as they are marked with the appropriate icons to match the shower application.

Concetto Tub/Shower Trim start at \$135 MSRP, Concetto 2-Way Diverter and Trim start at \$99 MSRP, and Concetto 3-Way Diverter and Trim start at \$119 MSRP.

To learn more or find a retailer near you, visit www.grohe.com/us.

ABOUT GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products. For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser". With its engineering, innovation and design activities firmly anchored in Germany, GROHE products bear the badge of quality "Made in Germany", ultimately strengthening the customers' confidence in the brand. GROHE is part of [LIXIL](#), a global leader in housing and building materials products and services. GROHE America has an office located in the heart of the Flatiron district that houses the [GROHELIVE! Center](#), an interactive showroom created for inspiration and collaboration.

Learn more at grohe.com/us, or follow us at facebook.com/groheUS, twitter.com/grohe_US, youtube.com/user/GroheAmerica, instagram.com/grohe_us/.

StarLight[®], GROHE SpeedClean[®], GROHE DreamSpray[®], GROHE Euphoria Cube[®] and GROHE Tempesta[®] are registered trademarks of GROHE AG.

ABOUT LIXIL

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brand portfolio including LIXIL[®], GROHE[®], American Standard Brands, DXV[®], INAX[®] and Permasteelisa[®] are leaders in the industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at www.lixil.com and follow us at facebook.com/lixilgroup.

###