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FOR IMMEDIATE RELEASE

GROHE Launches SmartControl Shower System

*Intuitive push-button system provides enhanced personalization
to the shower experience*

New York, NY (August 1, 2016) — GROHE, the world's leading single-branded manufacturer and supplier of kitchen and bath fittings, continues to spearhead innovation with the launch of **GROHE SmartControl**—a shower system featuring push-button technology that provides a new level of customization to the shower experience.



GROHE SmartControl
Shower System

GROHE Rainshower™ SmartControl uses a double button design allowing the user to control and set all desired shower settings. A combined push-and-turn button starts the flow of water and controls water volume. The textured edges of each button mean the user can easily control settings even with wet fingers. All controls are marked with symbols for intuitive operation, making this modern shower system easy to use.

GROHE SmartControl is also equipped with GROHE TurboStat® technology, a metal thermostat handle that delivers preferred water temperature to the user within fractions of a second and keeps the temperature consistent for the duration of the shower. A SafeStop button prevents users from inadvertently raising the water temperature to more than 100 degrees Fahrenheit and GROHE CoolTouch® technology removes the risk of scalding by preventing the exposed metal surfaces from heating up.

“The shower has evolved into one of the most indulgent moments of the day, and GROHE SmartControl elevates the everyday shower into a luxe experience that can be personalized for any user,” said Maha El Kharbotly, chief marketing officer for LIXIL Water Technology Americas. “The system is in keeping with GROHE’S approach to leveraging innovation to dial up the design and functionality of today’s home environment.”

For added convenience, the top of the control unit serves as a shelf for shampoo, shower gel and other body care products. Made of safety glass, the tray can be detached for easy and thorough cleaning – another fine example of user-friendly functionality packaged into an intriguingly futuristic design.

For more information, and to find local showrooms, please visit www.grohe.com/us

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ABOUT GROHE

GROHE faucet and shower products are distributed in more than 180 countries and represent nearly 80 years of excellence in European design, innovation, engineering and quality. GROHE America’s headquarters are in the heart of the Flatiron district and houses the GROHE**Live!** Center, an interactive showroom created for inspiration and collaboration.

The GROHE Group is the world’s leading provider of sanitary fittings, comprising GROHE AG, Hemer, Hamburg and other subsidiaries in foreign markets. With its global GROHE brand, the GROHE Group relies on its brand values quality, technology, design and responsibility to deliver “Pure Freude an Wasser”. The GROHE Group was purchased 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 industry.

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