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Pure Freude an Wasser



**GROHE SWEEPS ASID NEW YORK METRO CHAPTER'S
FIRST ANNUAL DESIGN AWARDS**

~ Grohe garners three important awards ~

NEW YORK, Oct. 21, 2014 – The American Society of Interior Designers (ASID) New York Metro’s Chapter honored GROHE, the world’s leading manufacturer of premium kitchen and bath fixtures, in its first annual design awards. Announced in early October during the 39th annual meeting, the awards recognize outstanding design, creativity, commitment and service within the industry. GROHE was honored with three awards: the *Sustainability Award*, *Industry Partner Award* and the *Creative Invention Award* for GROHE Blue® Chilled & Sparkling.

“We’re honored to be recognized by ASID,” said Cheryl Dixon, Head of Brand and Trade Marketing for GROHE America. “Receiving recognition from esteemed interior designers and the New York design community is especially significant.”

“Sustainability is one of GROHE’s core values and a top priority in the creation of every product from the design to development stages,” continued Dixon.



GROHE believes that water and energy consumption go hand in hand

with convenience and attractive design. The highly innovative GROHE EcoJoy™ technology helps reduce water consumption by up to 50 percent without compromising on performance. In addition, GROHE uses brass from its own foundry, which allows the company to use recycled material internally. In GROHE factories, up to 99 percent of waste material is recycled, while energy consumption is minimized and excess heat reused.

Featured above, the GROHE Blue® Chilled & Sparkling Faucet, winner of the ASID New York Metro Chapter Creative Invention Award.



Pictured above, Cheryl Dixon at center, Head of Brand and Trade Marketing for GROHE, and Antonia Koller, GROHELIVE! Center Manager, at far left, with ASID New York Metro Chapter members after the awards presentation.

GROHE Blue Chilled & Sparkling Faucet received the *Creative Invention Award* in the Design category. This is presented to a Member who has introduced innovative products or services to the profession. Easy to operate and

maintain, GROHE Blue Chilled & Sparkling provides filtered, chilled and sparkling water directly from your tap. It eliminates the need for plastic bottles and pays for itself in less than 250 days, saving nearly \$400 in the first year of use.

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 New York City's Flatiron district and houses the GROHELIVE! Center, an interactive showroom created for inspiration and collaboration.

The GROHE Group is the world's leading provider of sanitary fittings, comprises Grohe AG, Hemer; Joyou AG, 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". With the JOYOU brand, the Group covers the fast growing Chinese market.

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. GROHE and Joyou remain independent within the LIXIL Group.

For more information and to find local showrooms, please visit www.grohe.com/us. or call 1-800-44-GROHE (47643).

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