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Pure Freude an Wasser



**GROHE'S EXPANDED RETRO-FIT COLLECTION
NOW OFFERS MORE WAYS TO TRANSFORM YOUR SHOWER**

**~ GROHE's award-winning design team responds to Retro-Fit success
with new additions ~**

NEW YORK, June 22, 2015 – Professional installers, renters and homeowners agree: when it comes to bath and shower renovations, they could do without the heavy construction. Enter the smart solution, GROHE's Retro-Fit™ Shower System, which transforms an existing shower head installation with concealed pressure balance valve into a luxurious shower system without breaking the wall, all in under an hour.

The original Retro-Fit Shower System launched in 2012 and was extremely well received from designers, the professional plumbing community and consumers alike. Today, the collection has expanded to include three new models with new shower head, hand shower and shower arm options for users to choose from when selecting their Retro-Fit Shower System.

Launching this month, the new offerings are sure to be met with the same success. "There is such a demand for beautiful fixtures that are easy to install. By expanding the Retro-Fit collection, we are offering even more ways to customize and transform people's shower experience," says Cheryl Dixon, Head of Brand Trade and Marketing for GROHE, the world's leading single-brand manufacturer and supplier of kitchen and bath fittings. Below, Dixon outlines each new model.

Options for all

First Model

A new 25-inch rail model with a standard shower arm is offered with New Tempesta Cosmopolitan shower heads and hand showers. Compatible with shower and tub combinations, this system is available in the GROHE Starlight® Chrome finish. "New Tempesta Cosmopolitan provides users with multiple spray setting choices for an invigorating shower experience," notes Dixon.

Second Model

New Tempesta Cosmopolitan is also now offered with a new 18-inch shower only application, complete with a standard shower arm. "This new model was designed with a shorter rail to meet the needs of consumers who may have a free-standing shower area," Dixon advises. The version is also available in the GROHE Starlight® Chrome finish.



Featured above, GROHE's first new model in the new Retro-Fit Shower System with standard shower arm and New Tempesta Cosmopolitan 100 shower head and hand shower in the GROHE Starlight® Chrome finish. Compatible with shower/tub combinations.

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Third Model

A second 18-inch shower only model, this one with a Rainshower arm, rounds out the newly expanded options. This model is coupled with Euphoria® shower head and hand shower, which offer a wider spray, and is available in GROHE Starlight® Chrome finish.

Added value

The added benefit of a hand shower, which has always been standard for GROHE Retro-Fit systems, is a luxury as well as a practical solution when bathing a small child, showering without wetting hair, giving pets a bath and washing around bandaged areas. Users have the option to utilize the hand shower and shower head separately in addition to combined functionality. "Usability is key to our design. These features cater to people's personal preferences and shower needs," advises Dixon. "With the latest Retro-Fit models being added to the line, there are more options for everyone."

The new models also have the same benefits as the original Retro-Fit systems, which all feature a shower arm that can either be swiveled 45 degrees or fixed. All Retro-Fit systems also come complete with an adjustable sliding bar to allow for comfortable positioning of the hand shower, to be utilized during seated showering or for individual height variance. An optional 6-inch extension is also available to raise the height of the shower head, ideal for situations where the shower outlet is positioned too low.



Featured above, GROHE's third new model in the new Retro-Fit Shower System collection with 18 inch shower arm and Euphoria® shower head and hand shower in the GROHE Starlight® Chrome finish. Compatible with shower only installations.



Featured above, GROHE's second new model in the new Retro-Fit Shower System with 18 inch shower arm and New Tempesta Cosmopolitan 100 shower head and hand shower in the GROHE Starlight® Chrome finish. Compatible with shower only installations.

GROHE EcoJoy™ technology reduces water consumption by up to 50 percent without compromising performance, and comes standard with Retro-Fit. All models also come complete with other GROHE technologies, such as GROHE DreamSpray®, which distributes water evenly to all nozzles on the shower head and GROHE SpeedClean® anti-lime system.

Installers and consumers agree that the quick and easy installation process, which produces a stunning end result, is one of the key benefits of the Retro-Fit Shower System. "With customized renovations in the shower area continuing to trend, we lead the category by producing efficient, stylish solutions like Retro-Fit," Dixon notes.

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.

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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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