

March 13<sup>th</sup>, 2019  
LIXIL Group Corporation**LIXIL's Brand GROHE Shaping the Future of Water at ISH 2019**

**Frankfurt, Germany** – LIXIL Group Corporation (LIXIL), maker of water and housing products, announced today that its GROHE kitchen and bathroom brand is showcasing a record number of 500 single new products at ISH 2019, the world's leading trade fair for the responsible use of water and energy in buildings (11-15 March 2019).

This is the biggest display of innovation by GROHE so far – tailored to the needs of consumers as well as professional partners such as architects, installers, insurers, and smart home experts - and addresses five consumer megatrends the brand has identified: 'new living spaces', 'consumers become creators', 'the search for simplicity', 'taking control', and 'intelligent life management'.

**3D Metal Printing Is Revolutionizing The Water Experience At Home**

According to the five megatrends, consumers are fundamentally changing how they define and use their living spaces; they are taking control over the creation of their living spaces, and have become creators themselves - all thanks to simplified and intelligent product solutions.

A unique formula of granules has been exclusively developed by GROHE for their 3D metal-printers located at its Hemer manufacturing site in Germany. "The designs of our new faucets GROHE Atrio Icon 3D and GROHE Allure Brilliant Icon 3D are beyond belief," Michael Rauterkus, GROHE and LIXIL EMENA CEO, said.

"What you see is the future of design. For consumers, it's the future of their own creativity and ultimate personalization. We believe that 3D metal-printing will revolutionize the water experience in the home. It's the

ultimate blend of customization and industrial production.”

### **Consumers Become Creators**

The boundaries between the individual living areas are becoming more blurred. Kitchens are merging with living rooms, while bathrooms are increasingly connected to bedrooms. Both spaces are becoming important living spaces and not just functional ones, and consumers are paying more attention to individual styles and preferences.

GROHE is today positioning itself as a leading brand for complete kitchen and bathroom solutions. Its products – now ranging from faucets and showers through to ceramics, sinks and accessories – combine quality and durability with a stunning range of colors and materials.

### **Creation Without Complexity**

On top of simplifying home design through its wide range of products, consumers seeking simplicity also have access to GROHE’s PerfectMatch designs.

Essence, GROHE’s first ceramic line introduced under LIXIL, embodies a modern minimalism, showing beauty in its purest form. The design line’s characteristics are its gentle organic forms that are based on their reduction to the essentials.

But GROHE’s product solutions go far beyond aesthetic design; they are also about the intuitive handling and simplified installation of products. The new GROHE Rapido SmartBox, for example, provides architects, planners and installers with a single solution: the concealed installation can be combined with the innovative shower system GROHE SmartControl, thermostats and single-lever mixers, offering a universal solution for literally all requirements.

### **A New Connected Ecosystem**

Two years ago, GROHE launched its first Internet-of-Things (IoT) solution: GROHE Sense and Sense Guard. Now the brand is going beyond just pioneering hardware. At ISH 2019, GROHE is unveiling a new generation of GROHE Sense water sensors and is launching GROHE Sense Guard Pro for multi-family homes and high-rise residential buildings. Installed on both the cold and hot water pipes, it offers water security and provides accurate water consumption data directly to mobile devices via the GROHE Sense App. This also means that there is full visibility of water and energy consumption, allowing consumers to take control.

The GROHE Sense system has created a disruptive new business model for GROHE as well as for installers and new business partners such as insurance and property management companies. “We are creating an intelligent platform, the biggest ecosystem for water security and water management, which will allow our industry partners worldwide, such as insurance companies, to implement new business models”, said Michael Rauterkus.

For more information, please visit:

- GROHE at the Forum Messe Frankfurt (Booth FOR.0/A01)
- The [GROHE Digital Press Kit](#)

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#### **About LIXIL**

LIXIL makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all, and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard, and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

**LIXIL Group Corporation (TSE Code: 5938) is the listed holding company for LIXIL's portfolio of businesses.**

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