

Pure Freude
an Wasser

GROHE

WATER. INTELLIGENCE. ENJOYMENT.

Nº 1.2019

TAP TO TABLE

Get organized:
the sink and faucet
combinations that make
cooking a breeze

BATHROOM SPECIAL

Everything you need for
your dream redesign

TASTE MAKES THE DIFFERENCE

The latest kitchen trend?
Using H₂O to enhance
the flavor of the dish



Michael Rauterkus
CEO Grohe AG

Dear Reader,

Our understanding of bathrooms and kitchens has shifted tremendously over the past ten years. We do not view them as confined, purely functional areas any longer. Kitchens have become places to entertain and are now often integrated into the living room, while our bathrooms have become personal wellness areas that blend with the bedroom. As such, we want them to reflect who we are and to fit with our overall design vision.

As the CEO of Grohe AG I'm proud of how we're helping consumers to bring these new spaces to life – thanks to our ever-growing offering of full bathroom solutions. Building on the success of our first three ceramics lines, started two years ago, we have expanded into a fourth, the Essence line. Its elegant design, reduced to the essential, is the ideal companion for our Essence range of faucets – making them a true “Perfect Match” in form and function. And when it comes to colors, our customers enjoy “Freedom of Choice”: they can be sure that when they opt for one of our 10 colors and finishes, which range from elegant Warm Sunset to minimalist Hard Graphite, all relevant touchpoints will be available in that color – from faucets and showers down to accessories like towel rails and flush plates.

While bathrooms have grown into private spas, kitchens have become the social center of our homes. We spend more time here preparing meals and putting more thought into what goes onto our plates and in our glasses. Organic and local are key concepts and with our lines of

GROHE Blue Home faucets we're helping people enjoy water that is the ultimate local: from the tap but filtered for better taste. Through the connected Ondus app, customers are automatically alerted when filters or CO₂ bottles need to be re-ordered – making GROHE Blue not only the convenient but also the sustainable solution: drinking filtered tap water means less plastic bottles or energy-intensive recycling.

At GROHE we're always thinking about the future, especially how we can shape the future of water. That is why we have been directing our energy towards giving water a digital dimension within the context of the smart home. Customers and industry experts such as insurers have honored our efforts, making our Sense and Sense Guard water security system a huge success from the start. With its newly-added functionality – Sense Guard can now also track a home's consumption of water – I feel even more confident in saying that thanks to GROHE, we are transforming the experience of water itself. We at GROHE are creating intelligent water solutions that transform lives for the better for all our enjoyment.

So, as you browse these pages, I invite you to share our “Pure Freude an Wasser” with us. If you feel inspired, why not visit one of our showrooms and retail partners to experience some of our solutions first-hand?

Sincerely, Michael Rauterkus

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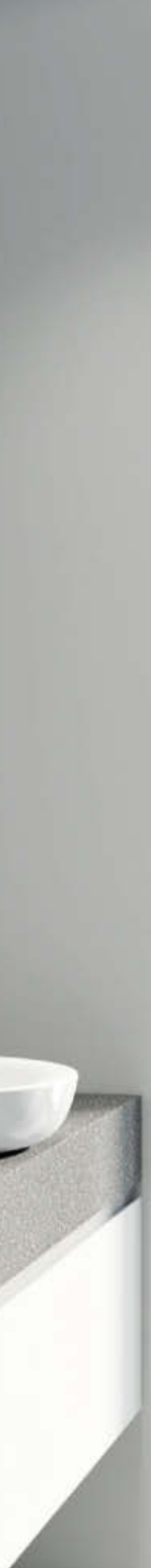




BATHROOM COLLECTIONS

new





HOW TO DESIGN A BATHROOM THAT GOES TOGETHER PERFECTLY? IT'S ALL IN THE DETAILS

TEXT: NATHAN MA

Once a space for utility, the modern bathroom is quickly broadening its purpose as architects and interior designers create spaces for relaxation. Now that we're spending more time in the bathroom, designers have begun to stress the importance of a complete interior concept for this room. And setting the tone for a bathroom's design has never been easier. Whether svelte and sophisticated or cozy and rustic, finding the right touchpoints, ceramics, and other add-ons for a cohesive style is made easy with GROHE's comprehensive product lines. They're designed to create seamless, unified looks, without any hassle. After all, less time spent on finding the right bathroom solutions means more time spent enjoying the room you've created. Color plays a particularly important role in tying together a bathroom. While towels, soap, and window dressings can add a pop of extra color, GROHE's Freedom of Choice gives you a similar breadth of options when it comes to touchpoints for your sinks, showers, and bathtubs. The Essence line, for example, offers a vast array of colors and finishes – where you can find

full bathroom sets, from shower head to flush plate in matching Hard Graphite, matte Brushed Nickel, or a number of other shades. This makes it easy to enjoy picking a bathroom – it can even be a chance to express yourself. With Freedom of Choice, you can pick exactly the finish that's right for you.

However, choosing a bathroom concept doesn't just apply to colors: you also want to look at the shapes and styles in the room. With GROHE's Perfect Match, you can ensure that everything fits together beautifully and there's a harmony between form and function. Each faucet is designed together with its own line of ceramics, both in terms of aesthetic and use. Not only does everything look good together, but also careful engineering ensures that wash basins and faucets work perfectly with one another, ensuring ideal functionality for a splash-free sink. Versatile and refined, GROHE's products make it easier than ever to select a set of matching appliances that are tailored to your lifestyle.

DESIGNING YOUR DREAM BATHROOM | PART 1

FREEDOM OF CHOICE



» I think we're in a day and age when designers
are much more free to do what they want. «

Michael Seum, GROHE VP of Design

» My tip for incorporating a warmer color palette is to implement a tonal color scheme. «

Bree Leech, interior designer



GROHE's ever-expanding Colors Collection is the ideal toolbox for interior designers and homeowners

TEXT: NATHAN MA

From the rustic warmth of well-weathered wood paneling to the crisp appeal of gleaming high-quality faucets, there's a broad palette of moods, materials, and finishes to consider when it comes to designing your dream bathroom. Interior design has moved beyond monochrome to a richer, more expansive understanding of how a bathroom can be styled from the floor to the ceiling. But what are the rules for finding the right fixtures for a cohesive concept? "To be honest, there are none!" says Michael Seum, GROHE's Vice President of Design. "I think we're in a day and age when designers are much more free to do what they want." This spirit is at the heart of the GROHE Colors Collection, which offers ultimate freedom of

choice. The scratch-resistant PVD coating comes in ten colors that cover both sophisticated mattes and glossy finishes that have a shine that won't fade. From the faucets to the toilet roll holders and flush plate, there's a perfect set for every bathroom – all you need to do is pick the right one to match your personal style. The luxurious brassy tones of the Warm Sunset finishes, for example, pair seamlessly with dark marble or concrete surfaces; on the other hand, the SuperSteel line offsets the warmth of mid-tone woods with a versatile high-end matte that could blend smoothly with high shine appliances and accessories. Best of all – whichever color you choose, each surface will totally match up without any hassle at all.

PORTRAIT: LISA COHEN



With 20 years experience in residential and commercial design, Bree Leech knows a thing or two about interiors. Based in Melbourne, Australia, she consults businesses and private clients to create visually stunning projects. Leech is particularly focused on the transformative potential of colors, for example working closely with paint companies to forecast the most important trends for consumers.

Bree Leech, interior designer
@breeleech

The expanding collection was designed with a global scope and timeless appeal informed by years of industry insider knowledge. Seum says, "One thing we're seeing from our visits to the design fairs is that, year after year, warm colors come into the home." Interior designer and stylist Bree Leech agrees: "The rise of warmer neutrals, such as beige and biscuit, have influenced this as well as the ever-popular millennial pink."

But how to make the most of these new shades to make your bathroom even more "you"? Well, Leech has a few ideas: "My tip for incorporating a warmer color palette is to implement a color scheme that works with different tones. For example, pink can be paired with tonal variations from blush to burgundy." What's more, this approach makes sense even if you don't want the color to make a huge statement, she stresses: "For a more conservative approach, look at creams with biscuit and beige – I find these



THE KEY TO ANY COLOR SCHEME: CONSISTENCY

natural hues work well when there is contrast of texture or imperfect handmade looks to add interest; you can add changeable accents through linen with deeper spicy hues."

The GROHE Colors Collection comes equipped for a consistent bathroom color scheme, removing all the guesswork. While surfaces and flooring anchor the room's design, appliances and fixtures add the nuance that defines a space. Seum says: "I think the way color, finish, and material impacts the bathroom is that the faucet becomes the jewelry – the accessory for the interior designer. It's another way to add a level of detail and quality to interior design features." With an ever-expanding collection from GROHE, it's now easy to find the perfect fit for every interior concept.





BRUSHED HARD GRAPHITE



BRUSHED WARM SUNSET



BRUSHED COOL SUNRISE



NICKEL



WARM SUNSET

AVAILABLE
IN
POLISHED
& BRUSHED
FINISHES



HARD GRAPHITE



COOL SUNRISE



SUPERSTEEL

GROHE **ESSENCE**

ONE PRODUCT LINE. ONE FASCINATING DESIGN

A luxurious variety of premium products that fascinates with a modern design. That is the philosophy behind GROHE Essence

It's easy to feel inspired by the two high quality finishes of Essence: the classic elegance of polished surfaces and the sleek purity of brushed surfaces. Essence offers you a rich choice for your projects, promising you everything you need to create the most captivating design compositions: more timeless finishes, more inspiring colors, and more luxurious materials. Simply select the combination that fits the bathroom you are creating. The updated Essence line now comes in 10 colors, giving you more options than ever to express your ideas.

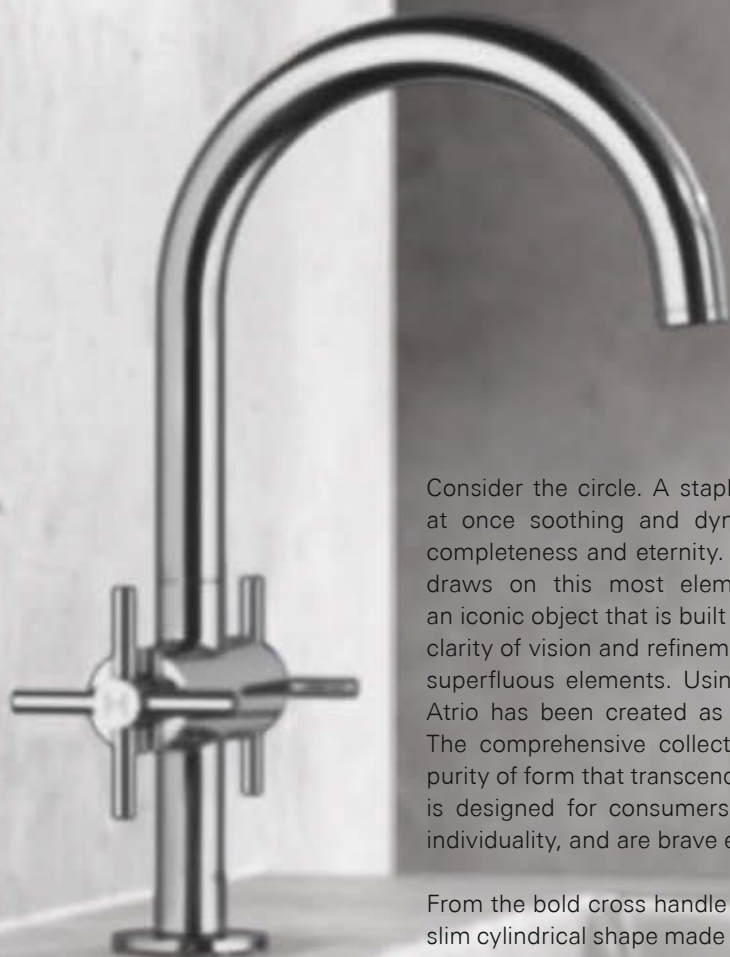




PURE, ICONIC GEOMETRY

GROHE **ATRIO**





Consider the circle. A staple of natural geometry. A pure form at once soothing and dynamic. A visual metaphor for both completeness and eternity. For its new Atrio collection, GROHE draws on this most elemental and elegant form to create an iconic object that is built to last. Great, lasting design is about clarity of vision and refinement of aesthetics, paring away all the superfluous elements. Using these principles the new GROHE Atrio has been created as an icon of elegance and precision. The comprehensive collection of bathroom brassware uses a purity of form that transcends style trends and local fashions, and is designed for consumers who demand both excellence and individuality, and are brave enough not to follow the pack.

From the bold cross handle with subtle H and C markings to the slim cylindrical shape made possible by GROHE's state-of-the-art super-slim cartridge technology, these considered details add up to an object with a reassuring air of design permanence. Crafted with care and hand-assembled, Atrio also meets the highest standards of engineering and performance that GROHE is famous for.

This minimalism gives Atrio a timeless elegance. Its sleek, cylindrical form is the same diameter from the base to the top, while the spout itself curves in the perfect arc of a semicircle, every element complementing the others to create a powerful single visual statement. Precise detailing informs the design, both inside and out, with architectural attention paid to achieving balanced proportions and clean intersections. With Atrio you can design without restrictions. Each item in the Atrio collection is available in a choice of three finishes and different size options, making it versatile enough to meet individual demands of taste and scale.



» The Plus is really unlocking some of the features of the current kitchen into the bathroom. Still, it's highly design-oriented. «

Michael Seum, GROHE VP Design

new

GROHE **PLUS**

ACCURACY THAT GOES BEYOND DESIGN

TEXT: DELPHINE SAINT-JEAN

The first thing you'll notice about the new Plus is the shape. Not just round or square, these faucets take the best of both geometric and flowing forms and bring them together to create total accuracy in any setting. This was a conscious choice by the GROHE design team, who took their inspiration from architecture. "One of the most structurally strong elements in architecture is the D arch," explains Michael Seum, the VP for Design at GROHE. "When the Romans constructed their waterways, they used a lot of these." Now, as GROHE brings water delivery into the 21st century, it's only natural that they'd take inspiration from these same geometric shapes that were so influential in the Classical period, representing strength and lightness.

This design makes the Plus entirely different, and yet still super versatile: "What I like about it is how it differentiates itself from sphere or cube; it's got its own feminine aura to it, it's got some elegance," says Seum. So whether your bathroom style tends more towards curves or corners, the Plus can work for you.

What's more, this elegant design also comes with future-ready technology courtesy of the LED temperature display on top of the faucet, which delivers accuracy from moment to moment. For at-a-glance control, the temperature is also color-coded – blue for cold and red for hot – tracing a beautiful gradient. And once you turn the faucet off the number disappears, returning to its immaculate, minimalist design.

Even better, the main faucet has two different types of spray, shifting to a water-saving spray function with just a wave of the hand. The Plus also comes with the flexibility of a pull-out spray. One of the first in its category to offer this feature, the spout can now reach further – perfect for washing a pet or a child, or just filling containers outside of the basin. "This is really unlocking some of the features of the current kitchen into the bathroom," Seum explains. "And it's still, by the way, highly design-oriented." This super sleek faucet also comes with a swivel spout, for even more versatility in your bathroom. By uniting design and function, the Plus really has something to add to every bathroom.



As GROHE's Vice President for Design, Michael Seum is responsible for insight-driven designs that capture the spirit and imagination of architects and home-owners throughout the world. "We as designers have to engage our customers, we have to draw them into a discourse," he says. With many award-winning designs to his name, Seum is particularly focused on progressing new categories such as GROHE's new range of Plus faucets: "Innovation and a cutting-edge look – that is a perfect combination."

Michael Seum, GROHE VP Design



GROHE **LINEARE**

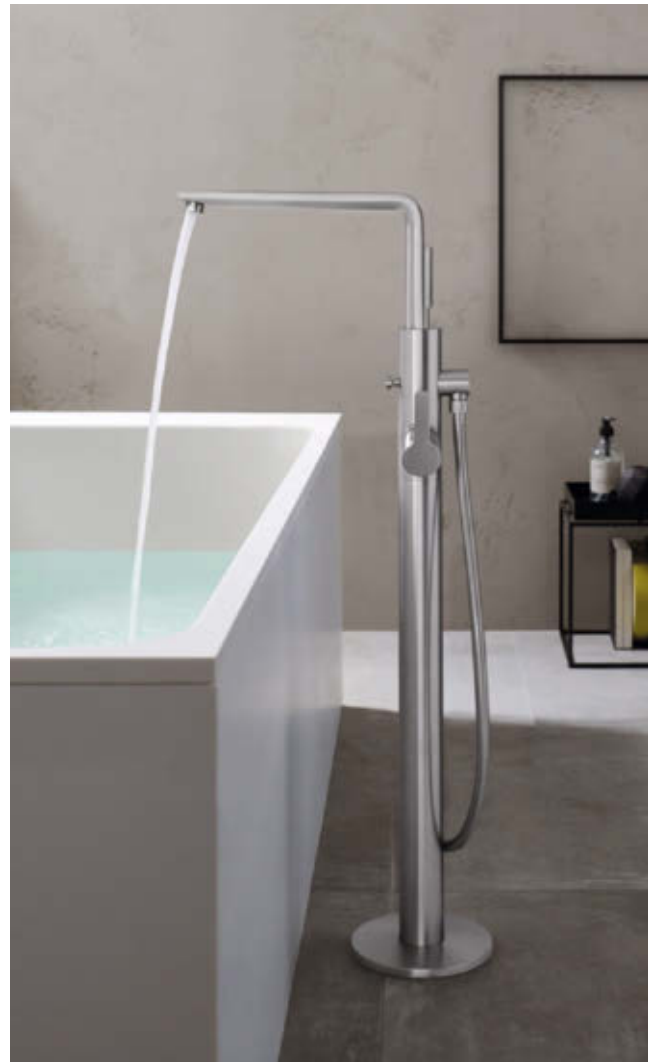
SENSUAL MINIMALISM



INSPIRED BY ARCHITECTURE

ENJOY ULTIMATE FLEXIBILITY IN YOUR DESIGN CHOICES

Every Lineare design is a pure composition of both round and square forms using only slim and sleek proportions. To give you maximum comfort, we have softened simple geometric shapes and used only slender lines. Its unique character makes Lineare the perfect fit for both classic and modern bathroom aesthetics, giving you complete freedom in your choice of design.





GROHE CERAMIC LINES: FIND THE RIGHT BATHROOM FOR YOUR LIFESTYLE

new



DESIGNING YOUR DREAM BATHROOM | PART 2

PERFECT MATCH

TEXT: SAMI EMORY

GROHE ensures that your bathroom looks – and functions – just right

You have an idea of what your perfect bathroom looks like. But how to make that vision a reality is often far more complicated than you might wish. With all the styles, materials, and color schemes now available in showrooms and online, there's a lot to choose from. As Ralf Graubener, who's responsible for the ceramics category management at GROHE, explains: "The choice of what really should make it into your personal bathroom will be extremely hard because there are hundreds of thousands of options! That's why we wanted to give some orientation to our customers. A guideline, where we can say: 'We've thought it through for you.'"

GROHE's Perfect Match concept takes the complexity out of designing your bathroom. All you need to do is choose from GROHE's range of faucet options and then go with recommendations of the best ceramics for you. The result is effortlessly tasteful bathroom fittings, from faucet to basin. Best of all, they complement each other – and your personal taste. No matter which GROHE collection you

choose, you can't go wrong. Between the modern practicality of the Bau line, the fun flexibility of the Euro range, the urban style statement of the Cube range, and the organic elegance of the Essence collection, you'll end up with a bathroom that looks carefully curated.

It's not just about aesthetics, though. By using Perfect Match you're guaranteed a combination that is expertly engineered. "GROHE Perfect Match collections are not only tested for cohesion in price range and visual harmony but also for their functional compatibility," explains Graubener. In GROHE's laboratory, a team of engineers test their designs carefully to ensure that splashes are minimized, creating the absolute best in bathroom engineering. "And that's what the seal of 'Perfect Match' promises," Graubener says. "With every Perfect Match combination, we give the assurance to our customer that their bathroom ceramics and faucet sets will work well and efficiently together."



» With every Perfect Match combination, we give the assurance to our customer that their bathroom ceramics and faucet sets will work well and efficiently together. «

Ralf Graubener, GROHE Head of Category Ceramics

GROHE's ceramics collection
is drawing on a rich history

HERITAGE COUNTS

TEXT: LUISA ROLLENHAGEN

A perfect bathroom is greater than the sum of its parts. It requires elements that play off of each other yet manage to coexist harmoniously in order to create a space that's elegant, relaxing, and intuitive. As a part of LIXIL Group, just like GROHE, INAX from Japan has a rich history of expertise in bathroom design and detailed craftsmanship in the field of high-quality ceramics. This knowledge has been handed down from one expert manufacturer to the next, with the aim of providing customers with a one-stop solution for beautiful bathrooms – a legacy that GROHE will build upon as it expands its range. "GROHE has a tradition of producing timeless, premium products, and the expanding ceramic lines are inspired by another name that has set the standards for quality in this area: INAX," says Masataka Mizutani, Chief Technology Officer at LIXIL Group.

A NEW GENERATION OF INNOVATION

INAX's history of ceramics production is steeped in tradition, with a long-reaching dedication to craftsmanship and an embodiment of living culture. INAX was founded in Japan in 1924 and started off as a ceramic tile and sanitary ware manufacturer. The year before, INAX's attention to detail and its dedication to high quality led to a joint project with legendary American architect Frank Lloyd Wright: the design of Tokyo's famous Imperial Hotel, which prominently featured INAX's tiles. Since then, the company has become a global leader in the manufacturing of tiles and sanitary fixtures. And it's this blend of traditional Japanese style and innovative expertise that make INAX a pioneer in luxury lavatory products. As part of the LIXIL family, INAX and GROHE draw on this history to create an immersive experience that incorporates all aspects of a beautiful, functional bathroom: toilets, washbasins, faucets, and bathtubs. The result: refined ceramics collections worthy of INAX's Japanese manufacturing heritage.





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Masataka Mizutani, Chief Technology Officer at LIXIL Group

new

ESSENCE CERAMIC

Clarity. Subtlety. A certain lightness of touch. These are the qualities that inform Essence, a design line created from gently organic forms. Perfect for those for whom the bathroom is a place of relaxation and contemplation, the collection's slim profiles and natural lines are ideal for creating a calming scheme that is timeless in its elegance and gives the whole bathroom space to breathe.

EURO CERAMIC

Open up your bathroom to create a calming retreat that fosters thought, relaxation, and well-being with the Euro Ceramic range. This collection offers a solution for every bathroom, especially small ones.

CUBE CERAMIC

With ceramics from the Cube Ceramic range, create a bathroom scheme that makes the best out of effortless chic and contemporary design. Generously proportioned, its distinctive basins turn your bathroom into a welcoming urban oasis. Take time off from the hectic world outside and let the shapes of the city inspire you.

BAU CERAMIC

A clean and modern design can be truly appealing – that's why we gave Bau Ceramic an understated look. This collection offers a complete bathroom solution including a wide range of basins of different sizes and mounting options.



GROHE **CUBE CERAMIC**

A CLEAR STYLE STATEMENT

Step away from today's busy, cosmopolitan life for a moment and enjoy the essentials. With its strong, minimalist lines, the stunning Cube Ceramic collection sums up cool and contemporary bathroom luxury. Every product in the collection has a sophisticated feel, modeled on the crisp, clean lines of the cube. The dynamic shapes and smooth surfaces are designed to be fuss-free, ideal for creating a modern bathroom scheme that brings a sense of calm clarity to your day.





new

BEAUTY IN ITS PUREST FORM

GROHE **ESSENCE**

Clarity. Subtlety. A certain lightness of touch. These are the qualities that inform Essence, a design line created from gently organic forms. Perfect for those for whom the bathroom is a place of relaxation and contemplation, the collection's slender profiles and natural lines are ideal for creating a calming scheme that is timeless in its elegance and gives the whole bathroom space to breathe. Pared back to the essentials, Essence provides effortless, appealing design with innovative features you'll enjoy day after day.



MAKE BATHTIME BEAUTIFUL

Put relaxation and sculptural style at the heart of your bathroom with an Essence bath. Designed with light clean lines, each bath is designed to work in perfect harmony with the rest of the collection. From standard tubs to centerpiece freestanding models, your ultimate bathing zone has arrived.



GROHE **SENSIA ARENA**

THE FIRST CLASS SEAT FOR YOUR HOME

ENJOY THE SMART TOILET
THAT CLEANS YOU WITH
PURE, WARM WATER.



FORGET EVERYTHING YOU KNOW ABOUT TOILETS

Starting today, the GROHE Sensia Arena does everything better. It cleans you with warm water. It eliminates unpleasant odors. It has special hygienic coatings and powerful flushing that keeps the toilet clean. It can be controlled easily and conveniently via your smartphone or remote control. And its elegant design blends seamlessly into any bathroom. Step into the new age of toilets with the GROHE Sensia Arena – and enjoy that first-class clean feeling every day.





THE FINISHING TOUCH!

GROHE **FLUSH PLATES:**
THE ESSENTIAL ELEMENT
FOR YOUR **COMPLETE**
BATHROOM



GROHE IS THE ONLY COMPANY IN THE
INDUSTRY THAT CAN OFFER A TRUE
FREEDOM OF CHOICE WITH A 100 % PERFECT
MATCH IN COLOR, DESIGN, AND SIZE

GROHE COLORS COLLECTION OFFERS A FASCINATING VARIETY TO CHOOSE FROM

For exclusive bathrooms these small actuation plates are available in exceptional colors. They are perfectly suited to meet individual wishes, leaving nothing to be desired and creating the possibility of an elegant new design solution to your bathroom. Perfection – made in Germany.

Polished surfaces



Cool Sunrise



Warm Sunset



Hard Graphite



Nickel

Brushed surfaces



Brushed
Cool Sunrise



Brushed
Warm Sunset



Brushed
Hard Graphite



Brushed
Nickel

SCRUB

UP

With a range of shower systems to fit every personality, now everyone can experience ultimate refreshment of body and mind

WELL

TEXT: MIKE PARKER





Wouldn't it be nice if you could incorporate that spa day feeling of fresh skin and calm mind into your daily life? Well, who says you can't? Immersing oneself under a torrent of temperature-controlled water, in the comfort of one's own home or a nice hotel, is truly one of life's underappreciated luxuries. Like the spa, the shower is a restorative place – a room for meditation and reflection where new ideas are born. A hot morning shower eases the transition from sleep to wakefulness; turn the handle to cold and experience a rush stronger than any shot of espresso.

Maybe it's because showers are already so pleasant that some of us never pause to consider how much better they could be.

Sleep's warm, fuzzy embrace is cast aside, lending a confidence that today is the day. Shower at night and, as water rains down, accumulated

worries and stresses are rinsed away alongside any grime. After all, a shower isn't just place to get clean; it's a space for reviving the body and the mind. Scrub, stretch, meditate, or even sing a song – the shower is there for you.

To give one example, British shower-lovers spend an average of eight minutes at a time under the nozzle. That's eight minutes of head-to-toe rejuvenation. Plus, it's a luxury that can be experienced at the twist of a dial. Take a shower in the A.M. or the P.M., after the gym, après or before going out at night. Whenever you do it, a shower hits the spot. It's a perfectly indulgent break, and you get to take another one tomorrow.

Maybe it's because showers are already so pleasant that some of us never pause to consider how much better they could be. Showering can be a transformative experience – a mini trip to the day spa in the comfort of your own home – so why settle for adequate? On a cost-per-use basis, you'd be hard-pressed to find better value than an exceptional shower.

EVERYDAY LUXURY, TO FIT EVERY TASTE

Not everyone wants the same things though, which is why GROHE offers the ideal shower system for every taste. Discover the slim, minimalist design of the Rainshower head showers and the convenience of the Rainshower SmartActive hand showers. With its three spray-modes and quick installation, the Rainshower SmartActive is the first hand shower designed to make you smile. GROHE's SmartControl technology makes it simple to customize every aspect of your shower experience. You can easily switch between different spray patterns and the hand shower, or use multiple spray patterns at the same time. Pair a powerful stream of water with a soft, refreshing spray, or turn a cool rain shower into a summer downpour and adjust the hand shower to any height you want. GROHE's TurboStat technology offers unparalleled control, immediately delivering water at the desired temperature and keeping it there for the whole shower. A wealth of experience has gone into perfecting GROHE's shower systems, so that as soon as you step into the shower you can simply relax. This way we know that, no matter which GROHE shower system you choose, you'll always step out of the shower feeling better than when you went in.



GROHE EUPHORIA SMARTCONTROL SHOWER SYSTEM

Whether you're looking for stylish design, functionality, or perhaps just ultimate control: The GROHE Euphoria SmartControl 310 shower system has it all. Its beautiful, wide Rainshower 310 SmartActive head shower in sparkling chrome combines a powerful jet spray with a soft, refreshing spray. The hand shower can be individually positioned to any height, thanks to the fully adjustable shower holder: ideal for taking a shower without getting your hair wet. Perfect control comes from the Grohtherm SmartControl with its intuitive "push, turn, shower" operation. This makes it simple to switch between two different spray patterns and the hand shower – or choose two at once, if you prefer. With GROHE TurboStat thermostat technology you can set your desired temperature and then enjoy perfect comfort, knowing it will always remain constant. Every GROHE SmartControl comes equipped with CoolTouch technology. This means that scalding on hot surfaces is impossible – just one more of the many benefits that you can enjoy with the Euphoria SmartControl shower system.



SHOWER PLEASURE TO THE POWER OF THREE

START/STOP & VOLUME

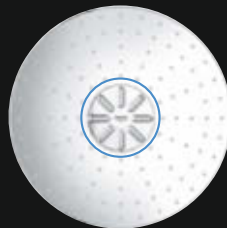
The Innovative GROHE SmartControl technology lets you choose your preferred spray pattern – or a combination of spray functions – as well as adjust the water flow to just the right amount. Nothing could be simpler.

1. FLEXIBLE



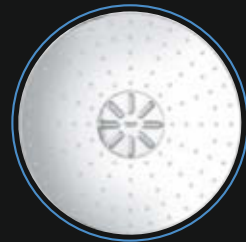
Simply turn up the water flow to get just the right amount. From a delicate spray to a refreshing shower – for seamless flexibility.

2. POWERFUL



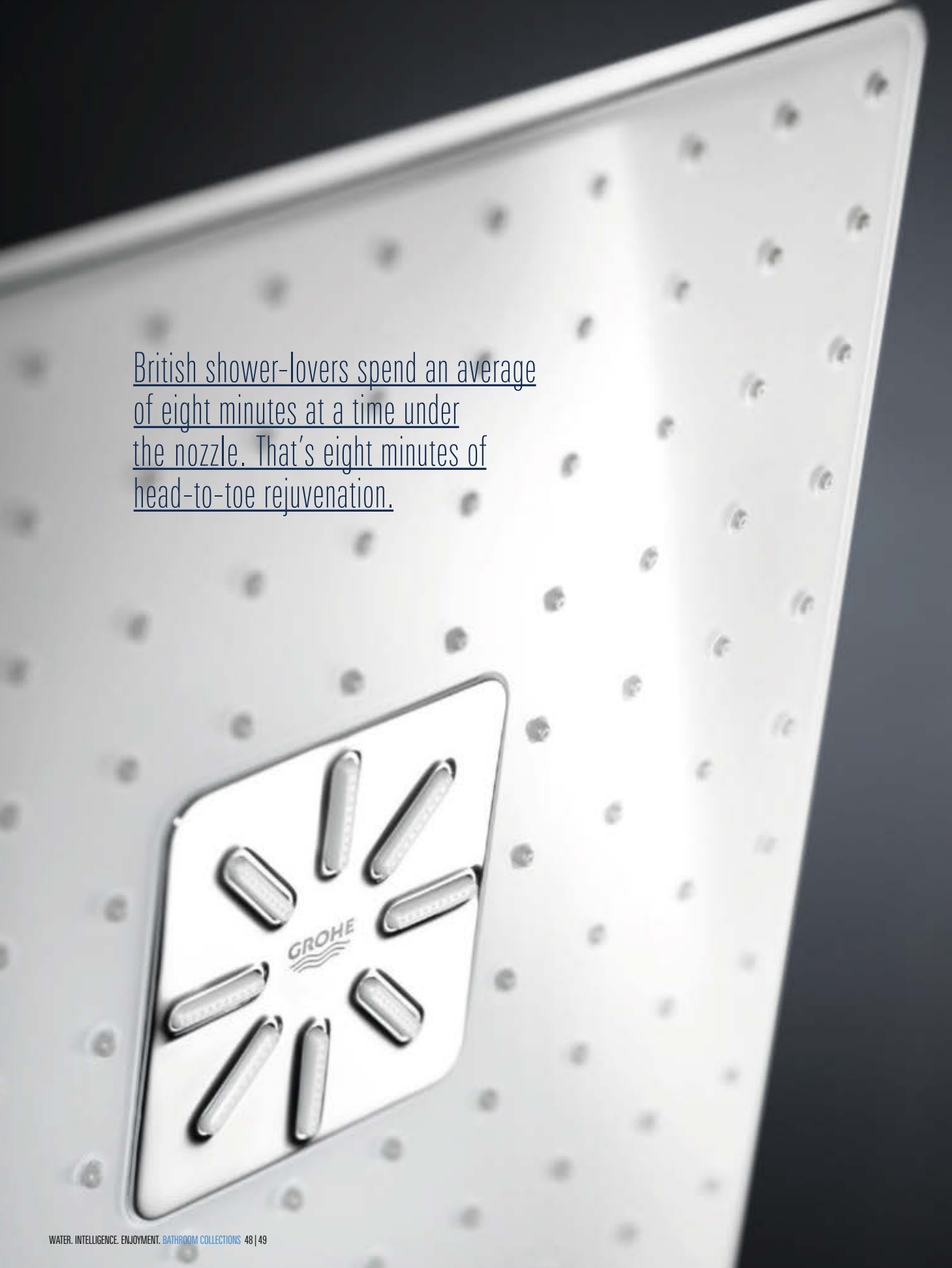
Put power at your fingertips. Start with a vigorous spray to rinse away shampoo. Increase the volume for a concentrated jet spray to massage away the stress of the day.

3. RELAXING



All the control you need for ultimate relaxation – choose a soft and refreshing rain shower or turn the volume all the way up for a summer downpour.



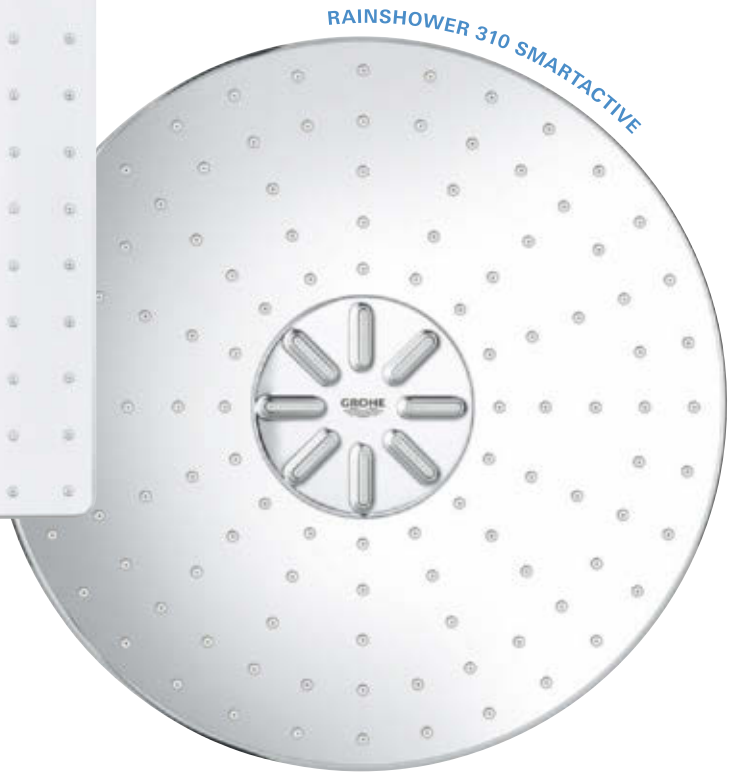


British shower-lovers spend an average of eight minutes at a time under the nozzle. That's eight minutes of head-to-toe rejuvenation.

new



RAINSHOWER 310 SMARTACTIVE CUBE



RAINSHOWER 310 SMARTACTIVE

THE PROMISE OF REMARKABLE
WATER ENJOYMENT
WITH **TWO SPRAYS**

There are few things more refreshing than a shower. And now you can double the pleasure with the Rainshower 310 SmartActive shower head and its two revitalizing spray modes – soft rain spray and powerful Activerain-spray. Paired with the Grohtherm SmartControl, you can switch between two separately selectable spray types – or even combine them – with the touch of a button. Not only is it versatile, the Rainshower 310 SmartActive shower head is also slim and minimalist in design, with a round and a square version with matching shower arms. What's more, it's available in both chrome and moon white acrylic glass finish, making it the perfect shower head for light-toned bathroom schemes.

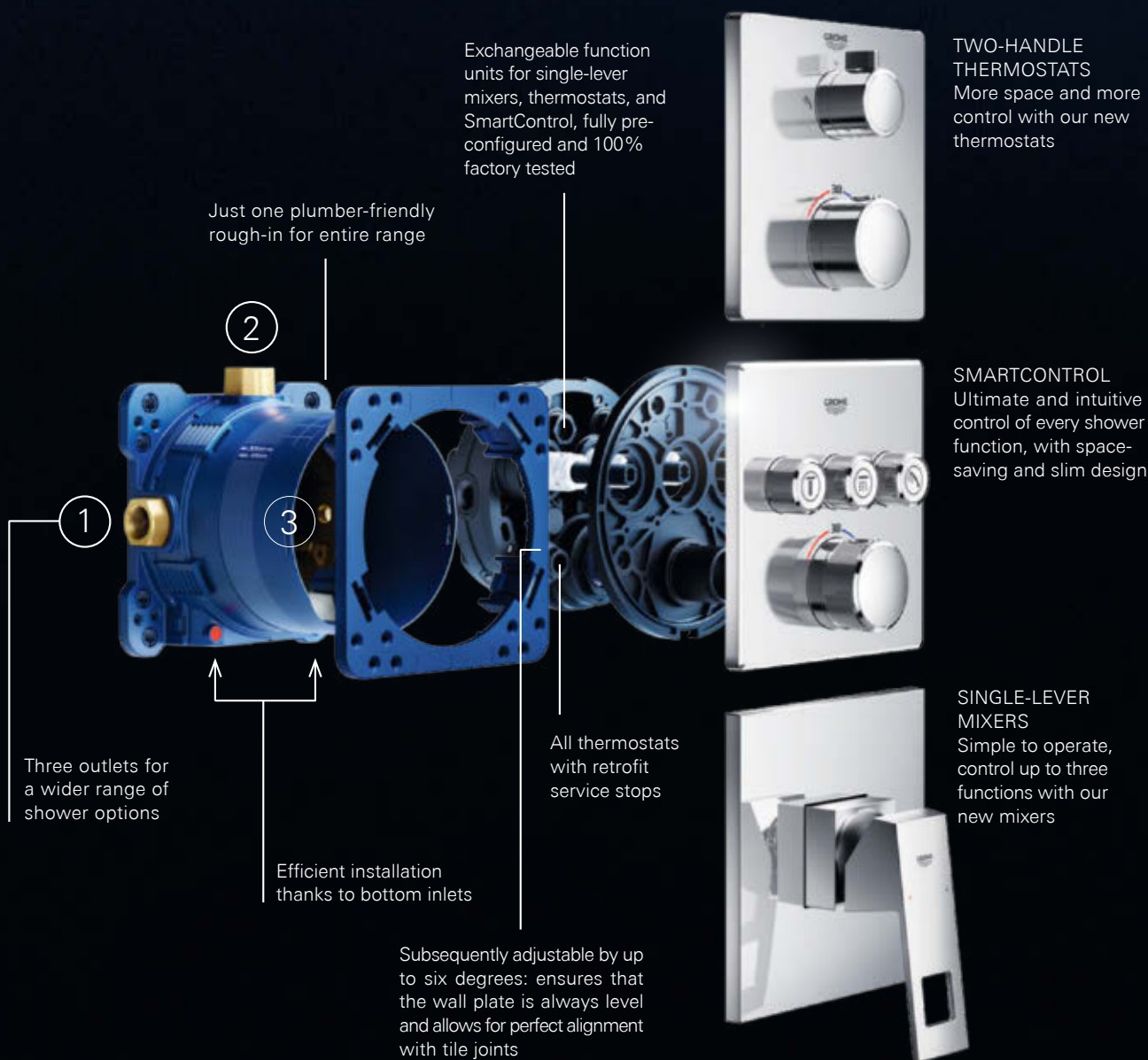
GROHE RAPIDO SMARTBOX SYSTEM ONE SMARTBOX FOR ALL



Space – we'd all like to have more of it, especially in the shower area. With its hidden installation, GROHE Concealed technology offers more room under the shower without compromising on functionality or comfort. A wide selection of suitable trimsets and showers ensures that the style chosen for the bathroom extends seamlessly into the shower area. And from a practical point of view, the slim, streamlined design makes

cleaning faster and more convenient. GROHE SmartControl Concealed promises perfect shower control and is remarkable for its exceedingly flat design and clean, uncluttered look. Plus, our two-handle thermostats too are compact and space-saving, blending precise performance with a sleek, minimalistic appearance. Or take our single-lever mixers: a choice of models offers control of one, two, or three functions and a range of stylish designs.

THE UNIVERSAL SOLUTION FOR THE NEEDS OF TOMORROW





KITCHEN STORIES

TAP TO TABLE





Being a good cook isn't always about having the biggest kitchen. Take Cologne restaurant maiBeck, for example, a cosy Michelin-starred bistro in the center of town. Out front at the restaurant, it's a model of contemporary gastronomy: exceptional regional food at affordable prices, without the fuss of traditional fine dining. And yet when you look behind the scenes, it's a small, highly precise, if super busy, environment. To make that happen, it's all about timing and use of space, says Jan Maier, chef and co-owner of maiBeck. "The most important thing of all is to have enough surface to work with," he says. "It gives you space to move. You can just put things down and leave them anywhere, and then work on." In the maiBeck kitchen, Mr. Maier explains, everything is happening at once. Knives are chopping, bread is rising, fish is passing from cutting board to frying pan. Everything needs to be in its proper place and working as it should. "It's a question of speed,

efficiency, and working clean," says Maier. "And to work in a clean way is very important for precise cooking – which is ultimately what brings the desired result."

It's just the same in your kitchen at home, especially if space is short, as it is at maiBeck. GROHE's range of kitchen solutions are designed to maximize counter space and improve the ergonomics in any kitchen. Paired together, GROHE kitchen sinks and faucets are the foundation for a clean, dynamic working space. With sleek designs, they are easy to incorporate into kitchens of all sizes, giving you that fresh start you've been craving, stress-free. Now you can finally build yourself a space that both looks beautiful and works for you: one primed for all the tasks and joys of cooking, from whipping up quick weeknight meals to experimenting with exciting new recipes.

TURNING THE PREP STATION INTO THE CENTER OF YOUR KITCHEN

TEXT: SAMI EMORY

Make space for your culinary imagination, with GROHE's range of kitchen solutions – including the new line of steel and composite sinks

Whether it's for scrubbing or draining, a kitchen revolves around its sink. The prep station is where the meal starts, with the preparing of ingredients, and it is where the meal ends, with the washing of the dishes, pots, and pans. With innovative new designs, GROHE's kitchen sinks are built to speed up these time-intensive processes of prep and clean-up. Made from resistant stainless steel or composite, GROHE's sinks are high-quality, streamlined tools. Each sink minimizes effort, with sleek designs to reduce splashing and features like a remote-controlled waste fitting, which allows you to drain dirty water while keeping your hands clean.

When you pair a GROHE kitchen sink with a GROHE faucet, they become more than just a functional space: they become a perfect match in form and function. That way you can be sure that your new prep station is not only a joy to look at, but also offers comfortable proportions and splash reduction.

Meanwhile, below the surface, the GROHE sinks' technical components are minimal and compact, leaving ample room for the new waste systems, as well as the heating and cooling devices for GROHE's Red and Blue watersystems (more on those on pages 72 and following). The ergonomics of cooking are tricky in every kitchen, whether in the restaurant or at home. Even the best prepared chef battles against obstacles that threaten to push back dinner time or spoil a dish. Mr. Maier employs a few tricks and tactics to make sure his is running smoothly. "We prepare

our necessary and daily-used things every time before we start working," he explains. "There are the same places and the same containers and boxes for every ingredient, or tool-like trays with knives as in an operation

» A well-organized work space allows you to enter the kitchen like you're going on stage. «

Jan Maier, chef

room in the hospital. Seasoning boxes with salt, sugar, and spice mills are in the same order every time." Mr. Maier's most valuable tool, however, is space. When your kitchen has clean, open working spaces, Mr. Maier says, "a well-organized work space allows you to enter the kitchen like you're going on stage."



Jan Maier, along with his partner Tobias Becker, runs a self-styled bistro in the historic center of Cologne. Having purposely tried to make their place as unfussy and homely as possible, it was something of a surprise when they received a Michelin star four years ago – by accident: "When we received the star, we initially thought that we'd have to change our strategy. But then we just carried on doing things the way we'd done them before!"

Jan Maier, chef
maibeck.de

new





» The most important thing of all is
to have enough surface to work with. «

Jan Maier, chef



INTRODUCING GROHE KITCHEN SINKS

MADE TO MATCH IN FORM AND FUNCTION

Add up how much time you spend at your kitchen sink. Filling pots, preparing vegetables, washing up after a big meal: It's a place you will stop at countless times each day, so why not choose a sink that exceeds your needs in terms of quality, design, and features? GROHE sinks have been designed to fit every type of kitchen scheme, with a range of innovative, modern designs perfect for your space. You will find compact models with integrated drainers, large double sinks for when you need to spread out, and chic built-in sinks that fit flush

to your worktop. With features like the GROHE QuickFix system and reversible designs as standard, you can have your new GROHE sink installed in minutes with no fuss or hassle. We're also confident that you will love the special features on offer, from the noise-reducing GROHE Whisper insulation to the automatic waste that means never plunging your hand into dirty water again. With a sink from GROHE you'll notice the difference, making using your sink more enjoyable, every time.



GROHE STAINLESS STEEL SINKS

Put sleek, strong, stainless steel at the heart of your kitchen with a GROHE kitchen sink. Our above-standard grade stainless steel offers great performance, crisp angles, and generous capacity in a timeless, hardwearing material.



new





GROHE COMPOSITE SINKS

For those who prefer darker tones: our new sinks in contemporary granite black and granite gray are made from durable composite that is not only scratch-proof but also stain-resistant and easy to clean.

new

FREEDOM OF CHOICE

DISCOVER THE EXCITING
NEW COLORS IN THE
KITCHEN RANGE



new

DESIGN YOUR KITCHEN WITH COLOR AT ITS HEART

Bring your kitchen to life with the new GROHE Colors Collection. Inspired by worldwide color trends, GROHE now offers a variety of color finishes on a selection of kitchen faucets, sinks, and accessories, helping you design a space that is tailored to your individual taste and needs. From warmer, organic shades, like Warm Sunset, to more urban, architectural finishes, like Brushed Hard Graphite, GROHE has the finish that is right for you. Choose a color with total confidence that your faucet and sink will work together harmoniously in a Perfect Match. With GROHE Colors you have the freedom of choice to create a kitchen that has as much color as the rest of your life.



COOL SUNRISE Make a statement with Cool Sunrise. In high gloss it evokes sophistication and classic luxury, in brushed it brings a modern yet vintage charm to life. Coordinate with dark, light, or white interiors.



WARM SUNSET A pleasant touch of luxury for individualists. The Warm Sunset finishes accentuate original, atmospheric bathroom designs and add an air of brilliance. Match with dark stone, marble, or concrete.



HARD GRAPHITE Contrast or camouflage: A perfect partner for elegant pairings with pure white or blending with tone-on-tone environments. It works well with mid-tone environments such as concrete or light wood.



A close-up, low-angle shot of a clear glass filled with water, sitting on a light-colored, textured surface. The glass is partially filled, and the water level is visible. The background is dark and out of focus. The text "TASTE MAKES THE DIFFERENCE" is overlaid in a large, white, sans-serif font on the right side of the image.

**TASTE
MAKES THE
DIFFERENCE**

The latest kitchen trend? Using H₂O to enhance the flavor of the dish

TEXT: GIULIA PINES

There's a growing sense among foodies, chefs, and fine dining aficionados that alcohol shouldn't be the only way to indulge alongside a meal. Increasingly other types of beverage pairings are making an appearance on the menu – and don't just call them “alcohol alternatives.” With this increasing emphasis on clean drinking, restaurants and chefs have found value in a new type of sommelier, who pairs fine dining menus with good old-fashioned H₂O. Their decisions have great power in the dining room, affecting

the way a dish tastes and making it crucial for them to choose the right beverage for each part of a meal. “Not all H₂O is created equal,” explains Alican Akdemir, the first water sommelier in Turkey, now working for the Istanbul-based catering company Yeme İçme İşleri. “Drinking waters that have totally different mineral content for each course highlights their subtle differences and the progression adds enormously to the gastronomic experience.”

A MYRIAD OF FLAVORS— DROP BY DROP

Think of highly carbonated water, for example, which produces a buoyant, zesty feeling in the mouth. It may feel cleaning and refreshing, but it's actually the incorrect pairing for a spicy dish as it spreads, rather than dissolves, the molecules of capsaicin in chili peppers that cause the sensation of pain.

Meanwhile, an espresso brewed with soft mountain water can come out tasting smooth, bright, and even sweet. There's a reason Vienna is known for its coffee culture: alpine H₂O is simply more pleasing to the tongue than ground water from lower altitudes, which can often come with a chalky residue that affects flavor and the ability to saturate coffee grounds.

Even the realm of baking makes use of the varying qualities of water: The lactobacillus bacteria that allows sourdough bread to rise may react particularly well to one region's water and particularly poorly to another.

Anyone who's marveled at the dense texture and rich flavor of New York's legendary bagels has probably heard the old adage, "It's just something in the water." Turns out, they're not far off.

Here, the presence of GROHE Blue and Red in kitchens has made a world of difference. "Using sustainable, green, energy-, and water-saving products is extremely important in my daily life," says water sommelier Akdemir, who appreciates GROHE Blue in particular for its ability to produce unbottled carbonated drinking water on demand. "I love the look on my friends' faces when I ask if they prefer medium or high sparkling."

With better water comes a better overall eating and drinking experience. So perhaps next time a waiter approaches your table to ask if you'd like still or sparkling water with your meal, you can say, "Either works – as long as it's GROHE."

PERFECT TASTE STRAIGHT FROM THE TAP

WITH UNBOTTLED WATER
BY GROHE BLUE HOME





GROHE BLUE HOME

STILL, MEDIUM, OR SPARKLING: THE CHOICE IS ALL YOURS

Do you like your chilled drinking water still or sparkling? Somewhere in between? With GROHE Blue the choice is all yours. First the water is filtered to remove impurities. Then it is chilled to create that mountain-fresh taste. And when you turn on the faucet a simple push on a button lets you choose whether still, medium sparkling, or sparkling water flows into your glass.

Fresh water tailored to your exact taste, flowing straight from the faucet – it's as easy as 1, 2, 3. While the right-hand lever on a GROHE Blue faucet mixes hot and cold water as normal, a handle on the left serves the chilled and filtered water and controls how sparkling your drinking water is, from perfectly still to bursting with bubbles.

An LED indicator in the push button changes color to let you see your chosen carbonation level at a glance – still, medium sparkling, or sparkling – as well as telling you when the filter capacity has fallen below 10% and will soon need to be changed. The water temperature can also be set to your personal taste, individually regulated to between 6°C and 10°C.





THE INTELLIGENT HEART OF GROHE BLUE HOME

The GROHE Blue Home cooler is our undercover genius that takes the water, filters it, chills it, and makes it sparkle, ready to fill your glass to the brim. This is where it all happens: here you can adjust the temperature between 5°C and 10°C and insert the filter and the CO₂ bottle.



GROHE BLUE HOME
C-SPOUT



new

GROHE BLUE HOME WITH PULL-OUT FUNCTION

Our new GROHE Blue Home faucets now come with a pull-out mousseur head for ultimate functionality and flexibility. Select from three contemporary tap shapes with a pull-out head, each with a hygienic mousseur and two separate waterways delivering both filtered and unfiltered water effortlessly.

GROHE BLUE HOME
L-SPOUT PULL-OUT

GROHE BLUE PURE FILTER FAUCETS

PURE TASTE,
PURE ENJOYMENT

Add great taste to your kitchen, effortlessly, with a GROHE Pure Blue Filter faucet. GROHE Blue filter technology turns tap water into great-tasting filtered drinking water, removing chlorine and other impurities that can impair taste. Separate internal water ways keep filtered and unfiltered water separate at all times. The GROHE filter fits easily under your sink and the faucet still offers all the usual functionality of a standard kitchen faucet. Put pure, refreshing, filtered water at the heart of your kitchen with a GROHE Blue Pure faucet.



GROHE BLUE PURE
MINTA PULL-OUT

ALWAYS IN CONTROL WITH WI-FI CONNECTION AND THE GROHE ONDUS APP

The GROHE Ondus app allows you to integrate the GROHE Blue professional and GROHE Blue Home into your Wi-Fi network, so that you can activate further advantages of the system. The app offers monitor functions for the remaining filters or CO₂ capacity. Also the software setting of the cooler can be easily adjusted via the app. In case of malfunctions, you will also be informed directly by push message and will receive instructions for troubleshooting.

- INTEGRATION OF THE COOLER TO THE LOCAL WI-FI ✓
- SET-UP OF SOFTWARE PARAMETERS ✓
- ALERTS WHEN CAPACITIES ARE LOW ✓
- GET INFORMED IN CASE OF MALFUNCTIONS ✓





System requirements
iPhone with iOS 9.0 or higher / smart phone with Android 4.3 or higher / WPA2 encrypted and password protected network, MAC address filters are not supported

Mobile devices and GROHE Ondus App are not included in delivery and have to be ordered separately via an authorized Apple store/store/iTunes or Google Play store. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Grohe AG is under license. Other trademarks and trade names are those of their respective owners. Apple, the Apple logo, iPod, iPod Touch, iPhone and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. Apple is not responsible for the function of this device or its compliance with safety and regulatory standards.

GROHE RED

**100°C STRAIGHT
FROM THE FAUCET –
BOILING HOT WATER
ON DEMAND**

Think about the number of times a day that you need boiling water – and how much time you spend waiting for the kettle to boil. And now imagine you could save time, energy, and space in the kitchen – all in one go. That's what GROHE Red can do for you: a beautiful and reliable system that delivers boiling hot water straight from the faucet – safely and instantly. Once you discover all the advantages of this remarkable helpmate in the kitchen, you'll never look back.

**GROHE RED DUO C-SPOUT
WITH L-SIZE BOILER**



FAR TOO GOOD-LOOKING TO BE HIDDEN AWAY

Sleek and streamlined, the GROHE Red boiler looks too good to live in the cupboard. But its minimalistic design belies its functionality. The durable heart of titanium makes it extremely resistant to corrosion and limescale build-up – maintaining perfect performance over a long lifetime. And unlike most boilers that are commonly made of stainless steel or copper, GROHE Red boilers are made of highly durable titanium. Available in two sizes, GROHE Red can deliver 3 liters or 5.5 liters in an instant.



COOKING WITH GROHE BLUE AND RED





LAB TEST

TEXT: MICHAEL FITZPATRICK

The brains behind Warsaw's culinary Wunderkammer, Food Lab Studio, Grzegorz Łapanowski puts GROHE Blue and Red into the equation

To arrive at Warsaw's Food Lab Studio is to step into a sunlit cabinet of curiosities quivering with possibilities. A poster child for all that's great about the Polish capital's recent renaissance the Lab's multifunctional, loft-like space invites you to wander among the bleached wood, airy kitchen, and desks-cum-dining-tables, absorbing inspiration as you go.

Inhabiting the bones of an old Varsovian warehouse in what was once was its grittiest industrial zone, Polish celebrity chef Grzegorz Łapanowski carved out this academy, an example of Warsaw brushing off its previous reputation as a grim communist monolith. Here he works his alchemy on Poland's nascent culinary ambitions, presiding over the rise of standards in the country's kitchens like a philosopher prince. He is guided, he says, by the principles of slow food, which mostly focus

on the seasonal use of high-quality products, often from local producers. Ingredients which are then enhanced with the help of GROHE Blue: "We cut our vegetables into ultra-thin flakes and then we use ice-cold water from GROHE Blue to store them, which gives them a unique crunch."

Łapanowski believes that good education and good nourishment go hand in hand. To that end he founded, and is now the president of, the Szkoła na Widelcu (School on a Fork) foundation, which works to improve the quality of children's nutrition in schools and kindergartens across Poland. With an eye for freshness and quality, it was only a matter of time until he should want to introduce the finest water to his fold. Now the Lab is in possession of GROHE Red and Blue faucets, he feels the equation is complete.





SMOKED TROUT

WITH CUCUMBER & KOHLRABI PAPPARDELLE

Serves 2

2 fillets smoked trout
2 tbsp mayonnaise
1 cucumber
1 pickled cucumber
2 stems kohlrabi
GROHE Blue sparkling water
Dill
2 radishes
Salt, freshly ground pepper, to taste

Remove bones and skin from the fillets and chop them into small pieces. Finely slice the cucumbers, add the fish and combine the mayonnaise, salt, and pepper. Leave aside to let the flavors mix.

Cut the kohlrabi into ribbons using a vegetable cutter or peeler and thinly slice the radishes. Let them rest in GROHE Blue sparkling water for 10 minutes before drying with a tea towel. Put the trout on the plate and place ribbons of kohlrabi on top. Decorate with radish and dill.

YOUNG COLORED CARROTS

WITH TRUFFLE MAYONNAISE & CHIVE OIL

Serves 4

1 bunch freshly picked young carrots
3 tbsp sesame seeds
1 bunch coriander leaves
GROHE Blue sparkling water

For the truffle mayonnaise:

1 egg
1 egg yolk
150 ml oil
2 tbsp truffle oil
½ tsp mustard
Juice of ½ lemon
Pinch of salt

For the chive oil:

100 g chives
200 ml rapeseed oil

Place all ingredients for the mayonnaise, except the oil, in a tall, narrow container. Use an immersion blender to blend everything thoroughly into a homogeneous mass, mix both oils and then add a thin stream of oil to obtain a uniform, smooth mass. If you prefer spicier, sourer, or saltier mayonnaise, season it accordingly after blending.

Next, make the chive oil by heating the oil in a saucepan up to about 60°C, before taking it off the stove and adding the chives. Then drop smaller slices of chives in and blend the mass for about 3 – 4 minutes. Strain the oil through a sterile gauze and allow it to cool.

Taking care not to burn them, scorch the sesame seeds in a dry pan until they are golden in color. Wash the carrots thoroughly, cut them in half and let them rest in GROHE Blue sparkling water for about ten minutes before drying them off with a tea towel. Place a blob of truffle mayonnaise on the bottom of the plate, place carrots on top, add roasted sesame seeds, coriander leaves and sprinkle gently with chive oil.



COLD BREW

WITH THAI TEA

Serves 4

8 g Black Thai tea
1 l GROHE Blue water
GROHE Red water
Optional: citrus and honey

Pour a small amount of kettle-hot water from the GROHE Red faucet onto the tea in the filter to grow its leaves. Put the enlarged tea leaves in a container with a closure, pour in cold-filtered water and keep in the fridge for 12–15 hours.

Finally, pour the brew through the filter into a clean container. The tea tastes best when it is cold and served with ice cubes, citrus, and honey. The brew itself can be stored in a refrigerator for up to five days.



WATER UNDER CONTROL



MAKE MANAGING YOUR WATER SMARTER, SAFER, AND MORE EFFICIENT, WITH GROHE SENSE AND SENSE GUARD

TEXT: NANCY SMALLWOOD

Today we're all trying to reduce our water consumption. As well as doing your bit for the environment, using less water will also save you money in the long run. But before you can reduce your water bill, you need to start with knowing how much you consume. With some help from GROHE's technology, your smart home makes this easier than ever. The Sense Guard smart water controller attaches to the pipes and tracks your household's entire water consumption and notes anything unusual, perhaps even before you do. As soon as it's installed, you'll know exactly what's going on with your home's water supply. It also monitors the flow, pressure, and temperature of water in the pipes. So you get access to up-to-date information on how efficient your home's water is – invaluable when thinking about where you might want to make changes to your habits or plumbing.





GROHE SENSE

The smart water sensor that detects water leakage in your home

Meanwhile, the GROHE Sense smart water sensor also lets you remotely track humidity and temperature across individual rooms in your home. So wherever you are, you've got everything you need to feel totally reassured. From micro-leaks and drips to an overflowing bath or burst pipe, GROHE's system registers every last drop. That's why GROHE's smart water management system can also offer peace of mind when it comes to protecting your home

from potentially devastating leaks. As soon as water touches the base, due to flooding or leaks, GROHE Sense will send you an alert to the connected app. With Sense Guard you have even more protection: installed at the mains pipe, it shuts off the water supply by itself when it detects pipe breaks. Naturally, it can do the same if Sense detects water on its underside. After all, it's good to know your home is being looked after – even when you're not there.

As soon as GROHE Sense Guard is installed, you'll know exactly what's going on with your home's water consumption.



GROHE SENSE GUARD

The smart water controller that tracks consumption, detects leaks, and can automatically shut off the water supply

Of course, when you're going on holiday, it's wise to leave a set of keys with a neighbor, and switch your water off at the stop cock or stop valve if you'll be away for a while. But to ensure maximum protection, invest in a GROHE Sense Guard to minimize water damage before a drip becomes a flood. After all, coming home to a flooded property is a nightmare scenario. Repair bills for water damage can easily run into the thousands, and with insurance companies

reimbursing an average of just 31 % of the total cost things can get expensive, fast. But there's an easy fix: with GROHE Sense Guard, you can check your home's water supply – even when you're at work or on holiday. The smart home has changed the game for homeowners in so many ways – now, thanks to GROHE, you can have the peace of mind of always having your water under control.

new

The new GROHE Sense app lets you monitor your home's water consumption and security with the tip of a finger

WATER MANAGEMENT FROM THE POCKET

TEXT: SAMI EMORY

A smart home is a stress-free home. The sound of your voice or the press of a button is all it takes to vacuum floors, protect your family, or even to heat or cool your house on your way home from work. In a smart home, daily worries and household tasks become a thing of the past, making way for a safer, more efficient way of life. And a happier one too: smart technology leaves you free to spend your time and energy on the things that you've never gotten around to and that

have always come second to running your home. For any home equipped with GROHE Sense and Sense Guard, the GROHE Sense app is a critical tool – it's your comprehensive water management assistant that fits in the palm of your hand. You could even call it the "digitalization of water" as it offers an innovative way to monitor your home's water usage. Ultimately the app even lets you protect it against water dangers and damages – giving you the peace of mind you need to feel risk-free.

ALWAYS LOOKING OUT FOR YOU

The brains of the state-of-the-art GROHE Sense system, Sense app provides a complete and constant digital water profile of your home via the GROHE Sense and Sense Guard water management devices. Wherever you are, the app gives you a total overview of your water consumption. How much water was used in a given period and how high was the cost? The answer to these questions can now easily be found in your smartphone. You even get an estimate of the consumption and cost of hot water.

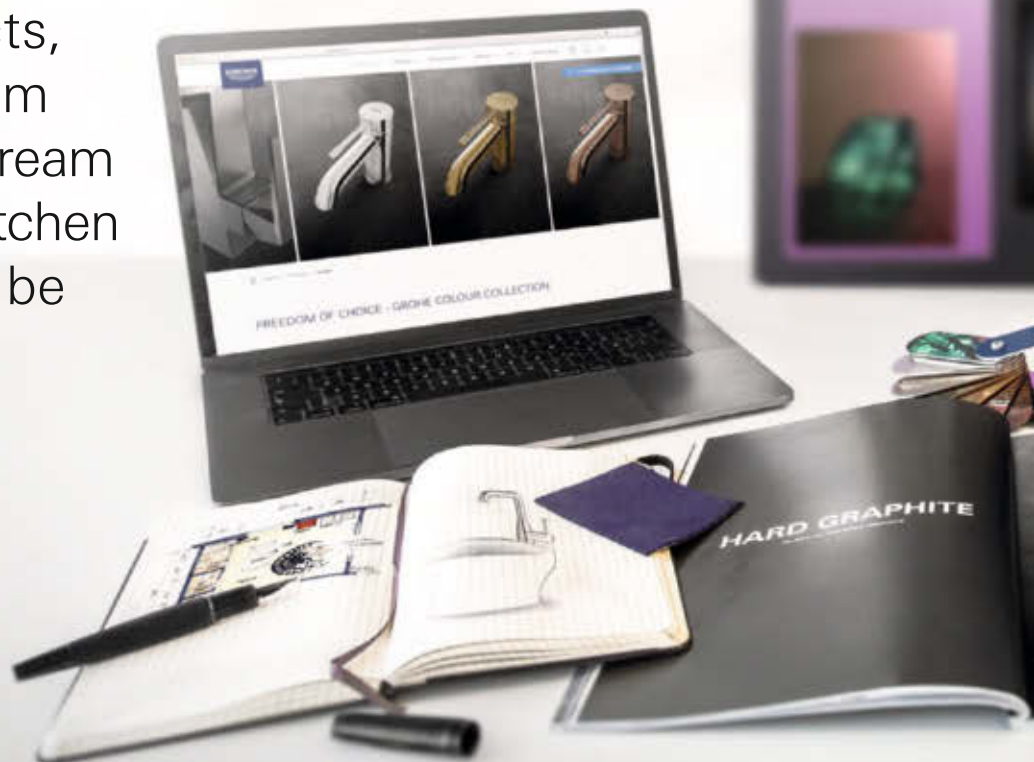
If the worst really comes to the worst and Sense Guard detects a water leak, you're notified immediately through the Sense app and the water supply is shut off completely. So you not only know the ins and outs of your water consumption, but also when to take measures to really ensure that your water system is only giving you enjoyment, nothing else. Thanks to GROHE's new Sense app, your home's water management and security are at your fingertips.



The GROHE Sense app is a critical tool —
it's your comprehensive water management
assistant that fits in the palm of your hand.

TURN YOUR DREAM BATHROOM AND KITCHEN INTO A REALITY WITH GROHE

In a well-designed home, the bathroom and kitchen are more than just functional areas, they are also spaces of harmony and relaxation. Whether you're renovating your room or starting from scratch, with a step-by-step guide, quality products, and advice from experts, your dream bathroom or kitchen can very soon be your reality





GET INSPIRED

The first step to any interior project is to think about the big picture: how it'll come together to create a design that's harmonious yet uniquely you. Collect design ideas, patterns, and textures, following your favorite designers and brands on social media, or just keep it traditional and cut clippings from catalogues and design magazines. Pull them all together in a mood board or on Pinterest and see what works together visually.

START PLANNING

Now you're ready for the fun stuff. Start making a list of the details – what kind of faucets, tiles, cabinets, and shower-bathtub setup you'd like, and so forth. This is also the time to think about what appliances and accessories you want to buy, including the perfect toilet roll holder and bathroom mirror. Once that's done, create a floorplan of your space and sketch out where you'll be placing your bigger items, including bathtubs, larger appliances, and sinks.

TAKING ACTION

Start to put your plan in motion: this means actually going out and finding the pieces you've chosen for your space, starting with the biggest purchases first. Once you've got your toilets, showers, refrigerators, and sinks settled, it's time for the accents. Whether it's an intricate splashback that provides a pop of color in an otherwise conservative kitchen design, or a stainless-steel modern faucet juxtaposed in a bathroom with vintage elements – this is your space, and your opportunity to express yourself.



DISCOVER THE WORLD OF GROHE

If you're looking for ideas or solutions for your bathroom and kitchen, the **GROHE Media APP** is where you will find your inspiration. With a new name and a fresh new look for March 2019, this app puts all the latest content from GROHE – magazines, videos, books and brochures at your fingertips. This is just a small selection of what the world of GROHE has to offer: the perfect addition to your GROHE home.

GET IT HERE



VISIT US ONLINE AND FOLLOW US ON SOCIAL MEDIA

FACEBOOK [grohemiddleeastafrika](#) | INSTAGRAM [grohemea](#)



System requirements
iPhone with iOS 11.0 or higher / smart phone with Android 6.0 or higher The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Grohe AG is under license. Other trademarks and trade names are those of their respective owners. Apple, the Apple logo, iPod, iPod Touch, iPhone and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. Apple is not responsible for the function of this device or its compliance with safety and regulatory standards.

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