



## PRESS RELEASE

### Welcome home – introducing GROHE Grandera™

#### Uniquely diverse range and aesthetically coordinated design

GROHE is proud to introduce GROHE Grandera™, the new star among today's designer faucet collections. Fusing modern design with timeless aesthetics, GROHE Grandera™ evokes a glorious sense of nostalgia. This luxurious line of thoughtfully engineered and meticulously finished water fittings exudes a distinct air of elegance. Wherever you live in the world, nothing says 'home' like a bathroom outfitted with GROHE Grandera™ faucets and fittings.

#### Imaginative design, great love of detail

GROHE Grandera™ combines flowing feminine shapes with precisely defined masculine edges. The faucet body is neither square nor round. While its elegant lines evoke the flow of water, its rounded surfaces accentuate its emotional appeal. The vivid reflections of light, as well as the seven-degree angle of the operating lever, encourage interaction with the faucet. Decorative details on the faucet body, spout and lever underline the high quality of this precision-engineered faucet.

These distinctive design elements can be found in all products across this line, from faucets and showers to accessories. Blending a variety of geometric shapes, design styles and eras, GROHE Grandera™ is easy to combine with any bathroom decor, be it classical, contemporary or modern. The available colours – chrome and chrome/gold – leave nothing to be desired, either. This look is ideally complemented by the white porcelain



accessories from soap dispensers and beakers to shower shelves. Offering a stylish alternative to today's ubiquitous glass accessories, white porcelain brings a note of timeless elegance to the bathroom.

### **GROHE Grandera™ – variety is the name of the game**

The uniquely varied GROHE Grandera™ collection caters to all installations and configurations. They comprise everything from single-lever mixers and classical basin faucets to tub fillers and tub combinations with an attached hand spray and a ceramic shelf. Or anything from five-hole deck-mounted combinations and floor-mounted tub fillers to thermostats, overhead showers and hand showers. Whatever solutions architects and bathroom planners come up with, GROHE Grandera™ fittings are available for free-standing or wall-mounted, concealed or exposed installation. GROHE Grandera™ allows for totally coordinated bathroom design without any compromises, offering the right products for every draw-off point and matched to the most varied decors.

Positioned as the new rising star in the GROHE SPA® range, GROHE Grandera™ fulfils every expectation as part of a high-quality GROHE collection. GROHE Grandera™ combines unique design with longevity, functionality and sustainability. Designed, engineered and manufactured in Germany, the collection bears the GROHE 'Made in Germany' seal. Its distinguishing features include GROHE Zero, an innovative brass alloy developed by GROHE to usher in a new era of faucet manufacturing. All GROHE Zero products, including the new GROHE SPA® GROHE Grandera™ line, contain 90 percent less lead and are five times more resistant to corrosion than conventional water fittings.



Moreover, GROHE Grandera™ uses GROHE EcoJoy® technology to help users economise on their use of natural resources without having to compromise on their water experience. The single-lever mixer benefits from the proven GROHE cartridge technology, with GROHE SilkMove® ensuring accurate and silky-smooth operation of the lever. It also incorporates the GROHE TurboStat® thermostat technology, which provides reliable protection against hot-water scalding. A temperature limiter and the GROHE Aquadimmer Plus contribute to the safe and comfortable operation of the products. GROHE AquaGuide, a directional mousseur, allows GROHE Grandera™ to be installed on washbasins of any shape or depth.

Modern and timeless design, innovative technologies and the greatest possible variety: GROHE Grandera™. Welcome home.

May 2013

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