



PRESS RELEASE

From the test bench to the online configurator: The making of GROHE BestMatch™

Clarity in bathroom planning only a few clicks away

GROHE faucets are available in the widest possible range of designs, heights and functional variants. Once you have found your favourite faucet, how do you go about picking the washbasin, which optimally matches it in terms of aesthetics and practicality? In fact, this can be quite a challenge. Will the shapes of the basin and the faucet look good together? Won't the stream direction result in splashing? This is why GROHE has created a unique online tool to help installers, showroom staff, planners, architects as well as end consumers put together the best combinations. GROHE BestMatch™ is the name of the configurator, which rules out excessive splashing and less than ideal design combinations. GROHE, the leading faucet manufacturer, has conducted an extensive series of tests involving some 3,000 potential combinations of basins and faucets. The results of this effort are available both as an online work tool and as a mobile app.

The idea: Recommendations for all sensible combinations

GROHE undertook this work in response to countless inquiries received by its field representatives and customer service departments, who are regularly contacted by installers, retailers and consumers looking for ideal combinations of washbasins and faucets. The most frequent concerns are to avoid excessive splashing, to provide sufficient space to allow for a comfortable use and to ensure that the combination looks good all round.

However, there is no simple formula, which could factor in all these different considerations.

The implementation: Extensive testing in the lab

In the initial phase, a team at the GROHE Lab in Hemer spent several months installing current washbasin models from Alape, Burgbad, Duravit, Keramag, Laufen and Villeroy & Boch and testing them with suitable faucets from GROHE's various product lines. Due to the strong interest in the online configurator shown by German and international users, basins from Ifö, Catalano, Sphinx und Allia have meanwhile been added. Tests will continue with additional products.

As a first step, the visual coherence of a possible combination is assessed by Paul Flowers, Senior Vice President Design at Grohe AG. He evaluates the interplay of the lines and shapes of the basin and the faucet in order to ensure a consistent overall look. Only once a combination has been approved by the chief designer will it progress to the wet testing stage.

The requirements: Functionality, comfort and aesthetics

The test is designed to establish possible splashing when the faucet is opened and during hand washing as well as the amount of space between the spout and the basin. The test team installs the various types of faucets one after another and opens each faucet at 3 bars water pressure. Any splashing is recorded on a custom designed test form.

The second test phase comprises a simulated hand wash using the same water pressure, with the results again being recorded on the form. The final step consists of an appraisal of the free space between the faucet and the



basin. All results are fed into the database which GROHE BestMatch™ draws on. This online configurator features an uncluttered user interface, a convenient search window, numerous preset configuration options, realistic images and fast response times.

The working tool: Online configurator as website and app

Available both as a website and as an app, GROHE BestMatch™ supports bathroom professionals in their day-to-day work. This is a valuable working tool both for installers and for sales staff advising customers. A few clicks are enough to generate search results conducive to full customer satisfaction. GROHE BestMatch™ can also assist planners and architects in assessing different combinations and provide orientation for other professionals involved in the specification process. The straightforward navigation means that consumers, too, can use GROHE BestMatch™ in search of functional and aesthetic solutions for their dream bathroom. Meanwhile numerous language versions have gone online, including German, Danish, Dutch, Spanish, Russian, Polish, Czech and Slovakian.

By matching GROHE faucets to the wide variety of washbasins available in today's market, GROHE BestMatch™ offers competent support for planners and sales staff committed to ensuring the highest levels of customer satisfaction.

Go to www.bestmatch.grohe.com for more information.

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Contact GROHE

Feldmühleplatz 15, 40545 Düsseldorf, Germany, Phone: +49.(0)211/9130-3000,

www.grohe.com

Media contact

dmc

Rebecca Unsworth rebecca.unsworth@dmcpr.co.uk +44 118 9760030

Susan Tyldesley susan@dmcpr.co.uk +44 7778 791373