

10-MINUTE "EXPERT" **Grohe Edition**



A brief training brochure for busy plumbing
industry professionals (Revised 02/18)

Overview

Brief History

For decades, Grohe has been one of the plumbing industry's most respected brands, exemplifying true German craftsmanship and meticulous engineering, quality, precision, and durability. Grohe products are also industry-recognized for superior design, including features, sustainability, and beauty. In the past decade, Grohe has won more than 240 design and innovation awards.

Grohe's four brand values of quality, technology, design, and sustainability demonstrate their commitment to create a truly exceptional user experience and to deliver Pure Freude an Wasser.

Key Products

Spa Collections

Work Smarter Collections

Other Bath Collections

Blue Kitchen Faucet Collection

Other Kitchen Faucets

SmartControl

Exposed Thermostats

Shower Systems

Key Technologies

Exclusive Technologies

Web Resources

www.grohe.us

www.western-sales.com/grohe



Spa Collections

Spa Features

For high-end projects focused on not just premium quality, but also style and design, Grohe offers a series of bath collections under the umbrella category of Spa Collections. These collections feature unique and gorgeous design elements, complete collection line ups (such as free-standing tub fillers, thermostatic shower valves, and accessories), and are ideal for master-bath and other projects that require design continuity, feature options, flexibility, and beauty.



Allure



Allure Brilliant



Atrio



Bridgeford



Geneva



Grandera



Kensington



Work Smarter



Work Smarter Collection Features

For lower-budget projects that require Grohe quality, the Work Smarter series of collections are the perfect option. These collections feature Grohe's famous German engineering and quality but feature simpler designs, reducing manufacturing costs and allowing Grohe to offer them at a lower price point. These collections will also offer limited line ups, and won't feature thermostatic valves, free-standing tub-fillers, or collection-specific accessories.



Arden



Concetto



Eurosmart
Cosmopolitan



Eurosmart New



Other Collections

Other Collection

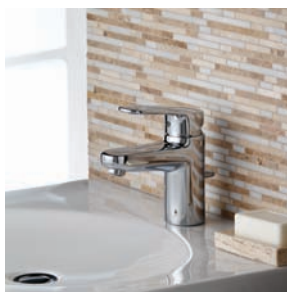
Grohe offers a number of other collections that are flexible enough for master bath projects but also have a more moderate budget.



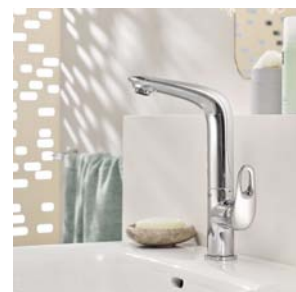
Essence New



Eurocube



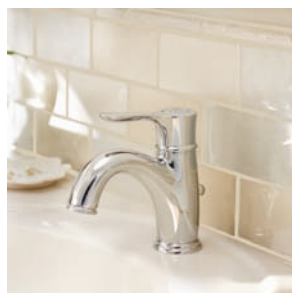
Europlus



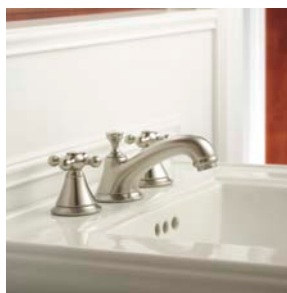
Eurostyle



Eurostyle Cosmopolitan



Parkfield



Seabury



Grohe Blue



Grohe Blue Features

Grohe's Blue collection offers two ultra-premium kitchen faucets, the Grohe Blue Pure and the Grohe Blue Chilled & Sparkling.

- Grohe Blue Pure offers two-in-one functionality, allowing the user to select 1) regular water for washing hands or dishes, or 2) purified and filtered water for drinking.
- Grohe Blue Chilled & Sparkling is a truly premium faucet with three functions – 1) Regular water for washing hands or dishes, 2) chilled, filtered water, and 3) chilled, filtered, and sparkling water.



Kitchen Faucets

Kitchen Faucet Features

Grohe offers numerous styles and feature options for every kitchen project, from a simple economy-priced model to a luxurious semi-professional pull-down model. Here's an incomplete list of Grohe's offering.

- **LadyLux Collection:** Grohe's Ladylux kitchen faucet collection is famous in the industry. Grohe's most flexible kitchen faucet line, it is offered in a multitude of options and styles, including pull-out (Ladylux Plus), pull-down (Ladylux Cafe and Pro), and prep sink.
- **Touch Faucet Models:** Grohe offers a few models of kitchen faucets that can be operated with just a touch of the hand or elbow. Available in the Minta or Ladylux collections, this optional handle-free control allows the user to operate the faucet mess-free in the event of dirty hands.
- **Semi-Professional Models:** Grohe offers several gorgeous semi-professional pull-down kitchen models, from the economically-priced to the premium.
- **Other Models:** Grohe offers a kitchen faucet for every project and every need, including pull-down or pull-out, budget or luxury, traditional or contemporary.



SmartControl



SmartControl Features

The Grohe SmartControl is a volume control integrated thermostatic shower valve that offers unique features and distinct advantages over similar products on the market. Here are the most important features:

- A single valve can control up to three shower outlets – or up to four when two valves are used.
- SmartControl offers volume control for every outlet.
- Trims are shipped with flow restrictors that can be installed onsite to limit the total flow of the shower valve to a CalGreen-Compliant 1.8 GPM.
- It is extremely low-profile, extending only a total 1 5/8" from the finished wall, with the trim plate itself extending only half the thickness of competitor models.
- Available round trim (in chrome, brushed nickel, and moon white) or square trim (chrome or brushed nickel).



Exposed Thermostats

Exposed Thermostats

Exposed thermostats are an excellent alternative to in-wall shower valves. They can be used to update two-handled mixers without entering the wall, bringing an old shower into shower safety compliance. Additionally, if anything should go wrong with the valve, exposed shower valves prevent leaking into the wall.

Grohe's models offer transitional sleek and boldly contemporary designs and patented technologies, including CoolTouch and TurboStat

Models & Features

- GrohTherm 1000 (transitional) and GrohTherm 2000 (contemporary).
- Available with or without tub fillers.
- Feature CoolTouch surface technology and TurboStat anti-scalding technology



Shower Systems



Shower Systems

Shower systems offer a complete shower design, including valve and shower outlets, with a unique and beautifully modern and minimalistic exposed design. Grohe offers a few shower systems collections, both for new construction and retrofit applications.

- Euphoria Shower System: This system offers the most flexibility in design options, including an optional tub filler, square or curved design accents, and accessories.
- Tempesta Shower System: This system is the budget model and is available in only one design and limited accessories.
- Retrofit: This system requires a separate shower valve and is ideal in light remodel applications, where the homeowner would like to add a hand shower without opening the wall.



Grohe Technologies

Grohe's Exclusive Technologies



SilkMove® refers to Grohe's exclusive ceramic disc and Teflon technology and ensures a lifetime of maintenance-free, smooth operation for all Grohe bath and kitchen faucets.



EcoJoy™ refers to the engineering found in faucets and showers that ensures optimal performance and user experience on low-flow products.



TurboStat® technology is found in all of Grohe's thermostatic valves. Correcting in-line temperature fluctuation in 0.3 seconds, TurboStat ensures a safe and comfortable shower.



Grohe's Starlight® Technology ensures a durable, scratch-resistant, gorgeous, rich finish that lasts a lifetime across all colors offered in the Grohe collections.



As a anti-scalding measure for children and other users, Grohe uses CoolTouch® safety surround technology in all products where hot water might otherwise come in contact with metal.

