

PRESS INFORMATION

GROHE Blue Pure: Integrated Filters for Safe and Tasty Water Worldwide – Directly from the Faucet

- GROHE Blue Pure filter faucets for pure, tasty drinking water
- Different filter options for various water qualities worldwide
- Three design lines combining taste, convenience and safety in the kitchen

Düsseldorf, 11 March 2019. Water is a vital resource. While it is a matter of taste in many regions of the world, there are also countries where water directly from the faucet cannot be used for every purpose due to its insufficient quality. Therefore, bottled water often replaces available tap water when it comes to preparing coffee, tea or baby food, the quick glass of water to quench your thirst or everyday use in the bathroom. The new GROHE Blue Pure filter faucets, which enable safe and tasty water consumption directly from the faucet all over the world, are proof that things can be done differently.

GROHE Blue Pure with High-Performance Filter Technology for All Requirements

The GROHE Blue Pure filter faucets feature state-of-the-art filter technology, provided by the BWT brand. They are available in two different versions and ensure maximum taste and safety directly from the faucet. The activated carbon filter significantly improves the taste and removes chlorine, biocides and pesticides from the water. Compared to the activated carbon filter, the Ultrasafe version also eliminates bacteria, which makes water safe to drink that usually would not be drinkable in regions with poor water quality. The activated carbon filter version will display due filter changes based on the operating time. For the Ultrasafe version, the actual amount of water consumption will indicate any necessary filter changes in order to guarantee the highest level of safety. GROHE Blue Pure allows unrestricted use of tap water provided from official utility suppliers and transforms it into filtered, tasty drinking water that can be used in any kitchen for all types of applications without any restrictions.

GROHE Blue Pure for the Kitchen – Full of Taste Combined with Design and Function

GROHE Blue Pure is a great choice for anyone who values filtered water in the kitchen or who depends on it for reasons of inadequate water quality. Without sacrificing the functionality and look of a modern kitchen faucet, GROHE Blue Pure is available as a duo version in the three popular BauEdge, Eurosmart and Minta design lines, while the Minta version features a pull-out spout, providing extra convenience. In addition to the duo version of GROHE Blue Pure, which has two separate waterways and outlets for filtered and unfiltered water, GROHE also offers a mono version. Both options guarantee maximum taste, hygiene and safety and the need for bottled water, whether for reasons of habit or inadequate water quality, becomes a thing of the past. A positive side effect: While the production of one litre of water in plastic bottles requires up to seven litres of water¹, GROHE Blue Pure works with just the actual water that is being used.

GROHE Blue Pure in the Bathroom Turns the Faucet into a Natural Source of Pure Water

During the ISH, the world's leading trade fair focussing on the responsible management of water and energy in buildings in Frankfurt am Main, Germany, GROHE will also present GROHE Blue Pure as a concept for the bathroom. Depending on the region, tap water cannot be used for everyday use in the bathroom, such as oral hygiene due to hygiene and health reasons. Often the only alternative is bottled water in plastic bottles; making any type of straightforward and intuitive bath routine hardly possible. With the use of GROHE Blue Pure in the bathroom, the faucet turns into a natural source of pure, clean drinking water that can be safely and conveniently used. GROHE Blue Pure will be presented to trade fair visitors in the popular design lines BauEdge, Essence and Eurosmart, making the filter faucet equally interesting for both residential and project business customers, as it fits seamlessly into the modern look of contemporary bathrooms and can be used regardless of the available water quality worldwide. Thus, it offers a significant added value in terms of convenience and safety in the bathroom and, in regions with inadequate water quality, exciting opportunities for project planners, such as in the hotel industry.

¹ <https://www.npr.org/sections/thesalt/2013/10/28/241419373/how-much-water-actually-goes-into-making-a-bottle-of-water>

Pure Freude
an Wasser



Availability

GROHE Blue Pure can be ordered as a kitchen faucet starting in April 2019 in all versions offered for the kitchen and will be delivered as of June 2019.

For more information, please visit grohe.com.

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure Freude an Wasser". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL

LIXIL makes pioneering water and housing products that solve every day, 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. Learn more at www.lixil.com

GROHE

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