



PART OF **LIXIL**

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FOR IMMEDIATE RELEASE

GROHE SmartControl Shower System Enhances Comfort and Customization

Intuitive Push-Button System Allows User to Easily Set All Shower Functions with Textured Push-And-Turn Buttons

LAS VEGAS, HD EXPO (May 3, 2017) — GROHE, the world's leading single-branded manufacturer and supplier of kitchen and bath fittings, continues to spearhead innovation with the GROHE SmartControl—a shower system featuring push-button technology that provides an exciting level of customization to the shower experience.

[GROHE Rainshower SmartControl](#) uses a double button design allowing the user to control and set all desired shower settings. A combined push-and-turn button starts the flow of water and controls water volume. The textured edges of each button mean the user can easily control settings even with wet fingers. All controls are marked with symbols for intuitive operation, making this modern shower system easy to use.



Bringing a higher level of customization to the shower experience, the GROHE Rainshower SmartControl allows the user to control and set all desired shower functions through a unique double button design.

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[GROHE SmartControl](#) is also equipped with GROHE TurboStat technology, a metal thermostat handle that delivers preferred water temperature to the user within fractions of a second and keeps the temperature consistent for the duration of the shower. A SafeStop button prevents users from inadvertently raising the water temperature to more than 100 degrees Fahrenheit and GROHE CoolTouch technology removes the risk of scalding by preventing the exposed metal surfaces from heating up.



The GROHE SmartControl highlights TurboStat technology, a metal thermostat handle that delivers the user's preferred water temperature within fractions of a second and maintains it for the duration of the shower.

“The shower has evolved into one of the most indulgent moments of the day, and GROHE SmartControl elevates the everyday shower into a luxe experience that can be personalized for any user,” said Maha El Kharbotly, chief marketing officer for LIXIL Americas, the division under which GROHE operates. “The system is in keeping with GROHE’S approach to leveraging innovation to dial up the design and functionality of today’s home environment.”

For added convenience, the top of the control unit serves as a shelf for shampoo, shower gel and other body care products. Made of safety glass, the tray can be detached for easy and thorough cleaning – another fine example of user-friendly functionality packaged into an intriguingly futuristic design.

For more information, and to find local showrooms, visit www.grohe.us or call (800) 444-7643.

ABOUT GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products. For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser". With its engineering, innovation and design activities firmly anchored in Germany, GROHE products bear the badge of quality "Made in Germany", ultimately strengthening the customers' confidence in the brand. GROHE is part of LIXIL, a global leader in housing and building materials products and services. GROHE America has an office located in the heart of the Flatiron district that houses the [GROHELIVE!](#) Center, an interactive showroom created for inspiration and collaboration.

Learn more at www.grohe.us, or follow us at facebook.com/groheUS, twitter.com/grohe_US, youtube.com/user/GroheAmerica, instagram.com/grohe_us/.

ABOUT LIXIL

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brands including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in their industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at www.lixil.com and follow us at facebook.com/lixilgroup.

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