

FOR IMMEDIATE RELEASE

GrohTherm SmartControl Shower Trims Offer Intuitive Shower Experience for Hotel Guests

Popular Push-and-Turn Controls from GROHE Provide Minimalist, Easy, Behind-The-Wall Installation and Unique Rapido SmartBox Universal Valve for Easy Maintenance

LAS VEGAS, HD EXPO (May 2, 2018) — Immersing guests in a new dimension of luxury showering is the SmartControl shower system from GROHE, part of LIXIL, maker of pioneering water and housing products. The intuitive “Push, Turn, Shower” operation has now been enhanced, thanks to a new model and combination options added to this popular line of smart shower controls.

The expanded range includes a concealed behind-the-wall model that offers an innovative universal rough-in valve for more efficient installation by facility maintenance staff. The [GrohTherm SmartControl trim](#) features the same expert water temperature and flow rate control as the exposed on-the-wall version, while offering the option of controlling up to three shower outlets through a single wall plate. This feature is exclusive to GROHE, as most competitors require an additional wall plate to accommodate three water outlets.



The GROHE SmartControl thermostatic trim offers instinctive, push-turn functionality in a sleek, low profile design, ideal for upscale hospitality settings.

The GrohTherm SmartControl trims are available in stylish moon white, GROHE StarLight chrome and brushed nickel InfinityFinish. As a result, the intuitive push-and-turn control system offers an even greater variety of design options to suit your hospitality needs, while providing the perfect shower experience for guests, every time.

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Sleek Concealed Design

The right design for every bathroom – customers and experts have been greatly impressed with [SmartControl](#) ever since the launch of this modern shower system. Showcasing elegant styling, the thermostatic trim features a low-profile, minimalist design while using the same self-explanatory push-and-turn buttons.

GROHE offers the new behind-the-wall version in square and round designs. This new shower control system provides an optimum solution for any bathroom ambience and installation setting.

Innovative Configurations for Easier Operation

Behind the wall, powering the GrohTherm SmartControl trim is the [new Rapido SmartBox](#). This innovative valve has unique features that make installation simple and easy. Water supply inlets are positioned at the bottom of the valve, eliminating the need for additional adaptors and simplifying installation. The pioneering valve also adds no additional depth to the wall trim with its super slim design, maximizing room in the shower for user comfort. The new Rapido SmartBox is designed to work with all GrohTherm SmartControl trims.

Smart and Intuitive

GROHE SmartControl is manufactured to the highest standards of German workmanship. At its heart is the combined push-and-turn technology, which gives users finger-tip control of the showerhead and hand shower's different spray patterns, while allowing control of the water flow rate by rotating the buttons. The instinctive operation is aided by user-friendly icons. When the water is turned off, the system automatically stores the selected flow rate for the next use.

The GROHE SmartControl shower system garnered a 2017 GREEN GOOD DESIGN Award for its combination of stylish design and easy-to-operate flow rate control. Entries to this award – organized by the Chicago Athenaeum: Museum of Architecture and Design in conjunction with the European Centre for Architecture Art Design and Urban Studies – are rated not only on their design, but also on such aspects as energy consumption, environmental friendliness and resource conservation.

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List prices are: GrohTherm SmartControl trims range from \$385 to \$817; GROHE Rapido SmartBox valve is \$119.

To learn more, visit [GROHE.US](https://www.grohe.us).

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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" (Pure Enjoyment of Water). 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. The success of GROHE has been recognized with around 300 design and innovation awards in the past 10 years alone. 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 makes pioneering water and housing products that solve everyday, 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, as well as specialty brands such as DXV. 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, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

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