

FOR IMMEDIATE RELEASE

## Guests Can Indulge in the Ultimate Shower Experience with the GROHE Rainshower 310 SmartActive Shower Head

*Stylish, Oversized Model Combines Rain and Jet Sprays, Bringing Versatile Performance and Minimalist, Contemporary Design to Luxury Shower Environments*

LAS VEGAS, HD EXPO (May 2, 2018) — While some types of showers gently caress the skin like a summer rain, others give an invigorating massage. The new [Rainshower 310 SmartActive shower head](#) from GROHE, part of LIXIL, maker of pioneering water and housing products, offers hotel guests the best of both worlds for a thoroughly satisfying shower every time. Moreover, the juxtaposition of an extra-large showerhead with a slender shower arm introduces an exciting design dimension to the guestroom bath setting. Available in round or square, and sporting a minimalist design that promises an exceptional water experience, these shower heads will harmonize perfectly with any modern bathroom design.

### Double the Pleasure

The [Rainshower 310 SmartActive shower heads](#) use a special spray face to double the pleasure of showering. Oval water outlets arranged in a star-shaped pattern at the center of the spray face generate a vigorous massage jet. They are surrounded by an arrangement of nozzles producing a much gentler PureRain spray. Users can choose between a concentrated jet to loosen up tense muscles and a rainshower softly enveloping their body.



Easily customize the luxury shower experience with Rainshower 310 SmartActive from GROHE, which offers both gentle rain and powerful jet sprays in a single stylish shower head.

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The luxurious new shower heads are manufactured to the highest standards of German workmanship at the brand's newly expanded production facility in Lahr, Germany, a recent LIXIL investment aimed at further enhancing the excellent experience that GROHE delivers for its customers.

### **An Eye-Catcher in the Bathroom**

Their size alone gives the GROHE Rainshower 310 SmartActive shower heads a commanding presence in the bathroom. Yet despite their 12-inch diameter, or edge length in the square option, the showers never feel obtrusive thanks to their low-profile body and streamlined silhouette. The beautifully slim shower arm comes with a matching round or square wall rosette.

Both shower faces are available in StarLight Chrome and the round option is also available in Brushed Nickel InfinityFinish allowing for perfect harmony with the rest of the bathroom décor. Design-coordinated hand showers and other water fittings are available in the extensive range of bathroom products from GROHE, the brand that is synonymous with flexibility in bathroom design and fully personalized shower experiences.

The GROHE Rainshower 310 SmartActive shower heads start at a list price of \$795. To learn more, visit [GROHE.US](http://GROHE.US).

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#### **FOR MORE INFORMATION:**

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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](http://www.grohe.us), or follow us at [facebook.com/groheUS](https://facebook.com/groheUS), [twitter.com/grohe\\_US](https://twitter.com/grohe_US), [youtube.com/user/GroheAmerica](https://youtube.com/user/GroheAmerica), [instagram.com/grohe\\_us/](https://instagram.com/grohe_us/).

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**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](http://www.lixil.com), [facebook.com/lixilgroup](https://facebook.com/lixilgroup) and [www.linkedin.com/company/lixil-group](https://www.linkedin.com/company/lixil-group).

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