

Pure Freude
an Wasser



**ACCURACY THAT GOES
BEYOND DESIGN.**

GROHE PLUS

A crisp, clean design, innovative LED temperature display and a water-saving spray activated by a simple hand wave - experience accurate control with GROHE Plus.



NEW GROHE PLUS SALES PRESENTATION

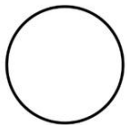
1	WHAT IS IT?
2	WHY ARE WE DOING IT?
3	WHAT'S DIFFERENT ABOUT IT?
4	WHAT ARE THE BENEFITS?
5	WHAT ARE THE DETAILS?

NEW PLUS

A NEW TRANSITIONAL, SCULPTURAL DESIGN

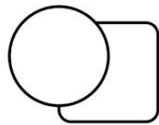


ESSENCE



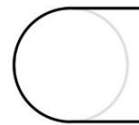
CIRCULAR
ROUND
FEMININE

LINEARE



TRANSITIONAL
ELEGANT
NEUTRAL

PLUS



TRANSITIONAL
SCULPTURAL
LOZENGE

EUROCUBE



SQUARE
EDGY
MASCULINE





1	WHAT IS IT?
2	WHY ARE WE DOING IT?
3	WHAT'S DIFFERENT ABOUT IT?
4	WHAT ARE THE BENEFITS?
5	WHAT ARE THE DETAILS?

WHY LAUNCH PLUS?



- Latest launches in G4 show great success
- Control and Awareness missing in the bathroom
- More convenience needed in the bathroom
- Perfect match with Essence Ceramics
- Additions to the Complete Bathroom solutions

CONCLUSION

How to proceed to make New PLUS „best in class“?

01

COVER NEW DESIGN
AREA

02

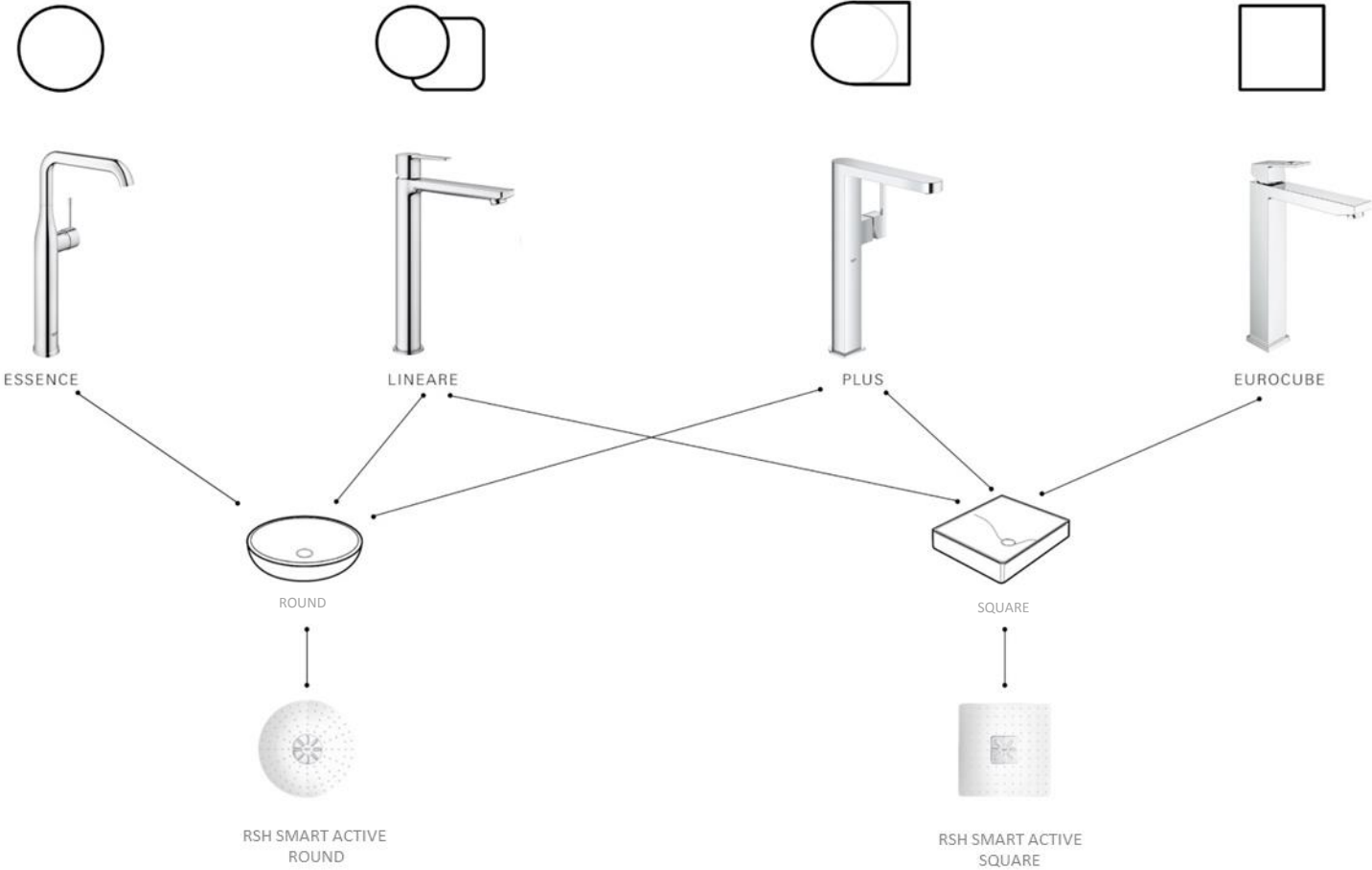
TEMPERATURE DISPLAY

03

NEW FEATURES

NEW PLUS

A DESIGN THAT FITS FROM ROUND TO SQUARE



NEW PLUS

FITS TO SMART CONTROL AND RAINSHOWER SMART ACTIVE IN WHITE



1	WHAT IS IT?
2	WHY ARE WE DOING IT?
3	WHAT'S DIFFERENT ABOUT IT?
4	WHAT ARE THE BENEFITS?
5	WHAT ARE THE DETAILS?

NEW PLUS

TEMPERATURE DISPLAY



ECO- SPRAY

THE RIGHT SPRAY FOR EVERY NEED



STANDARD SPRAY



ECO-SPRAY

OVER AN IR-SENSOR PLACED ON THE SPOUT, SWITCH FROM
STANDARD SPRAY TO ECO-SPRAY (4 L/MIN)

PULL OUT

OPTIONS FOR EVEN MORE FLEXIBILITY AT THE WASHBASIN



THE PULL OUT SPOUT WITH GROHE EASYDOCK GUARANTEES EASY RETRACTION AND SMOOTH DOCKING BACK TO THE STARTING POSITION (ON L-SIZE)

SWIVEL SPOUT

OPTIONS FOR EVEN MORE FLEXIBILITY AT THE WASHBASIN



SWIVEL AREA 90°
SWIVEL SPOUT WITH EASY DOCKING
(ON M AND L-SIZE)



1	WHAT IS IT?
2	WHY ARE WE DOING IT?
3	WHAT'S DIFFERENT ABOUT IT?
4	WHAT ARE THE BENEFITS?
5	WHAT ARE THE DETAILS?



NEW PLUS

WHY SELL ADVANTAGES

Temperature display



- 2 spray variant
- pull – out spout
- swivel spout variants

The white acrylic display perfectly fits with Smart control and with Rainshower Smart Control

Fits with round and square ceramics, showers, Accessories

Made in Germany

D-Shape Design in every single detail



- 1 WHAT IS IT?
- 2 WHY ARE WE DOING IT?
- 3 WHAT'S DIFFERENT ABOUT IT?
- 4 WHAT ARE THE BENEFITS?
- 5 WHAT ARE THE DETAILS?

NEW PLUS PRODUCT PORTFOLIO

BASIN

S-size



M-size



- With Swivel spout

L-size



- With Swivel spout
- With pull-out

XL-Size



3-hole



2-hole wall mounted



NEW PLUS PRODUCT PORTFOLIO

BASIN WITH TEMPERATURE DISPLAY, BOOST SPRAY & SWIVEL SPOUT



M-Size



L-size

NEW PLUS PRODUCT PORTFOLIO

BATH

Bath mixer exposed



4-hole



3-hole



Bath spout



Bath mixer concealed



Freestander



Bath Filler



Bath Shower Mixer



NEW PLUS PRODUCT PORTFOLIO

SHOWER AND BIDET

Shower mixer
exposed



Shower mixer
concealed



Bidet



Mixer with 3-way
diverter



NEW PLUS

DUMMY DISPLAY CODES

SKU	Description
18969003	S-Size basin mixer on acrylic display
18972003	M-Size swivelling basin mixer on acrylic display
18973003	L-Size swivelling basin mixer on acrylic display
18975003	XL-Size basin mixer on acrylic display
18955003	L-Size pull-out dummy
18976003	concealed wall mounted M-Size basin mixer on acrylic dummy
18953003	concealed wall mounted L-Size basin mixer on acrylic dummy
14404003	Concealed bath mixer dummy
14405003	Concealed Shower mixer dummy
14428003	concealed OHM with 3-way diverter DUMMY
18959003	M-Size Digital functional Sample (Demoversion w/o water)
18960003	L-Size Digital functional Sample (Demoversion w/o water)

NEW PLUS

PRODUCT PORTFOLIO PRICING

Grohe SKU	Material Description	Recommended Retail Price 2019 £ excl. VAT
Basin		
23870003	S -Size Basin Silkmove ES mixer with pop up waste set	£199.00
33163003	S -Size Basin mixer smooth body & push open	£199.00
32612003	S -Size Basin mixer with pop up waste set	£199.00
3261230L	S-size Basin Mixer LP UK	£199.00
23871003	M-Size basin mixer swivelling with pop up waste set	£249.00
23872003	M-Size basin mixer swivelling smooth body & push open	£249.00
23851003	L-Size basin mixer swivelling with pop up waste set	£279.00
23873003	L-Size basin mixer swivelling smooth body & push open	£279.00
23843003	L-Size basin mixer pullout with pop up waste set	£329.00
23844003	L-Size basin mixer pullout with smooth body & push open	£329.00
32618003	XL -Size Basin mixer smooth body	£299.00
29303003	Basin mixer wall mounted M-size	£249.00
29306003	Basin mixer wall mounted L-size	£259.00
20301003	3 hole basin mixer	£299.00
Bath		
33547003	Bath Mixer exposed with shower set	£339.00
33553003	Bath Mixer exposed	£299.00
13404003	Bath Spout	£139.00
25132003	Plus UK Bath Filler	£369.00
25133003	Plus UK Bath Shower Mixer	£399.00
29307003	4 hole rim mounted bath mixer	£799.00
23845003	3 hole rim mounted bath mixer	£679.00
23846003	Freestanding bath mixer	£1,499.00

Grohe SKU	Material Description	Recommended Retail Price 2019 £ excl. VAT
Shower		
33577003	Shower mixer exposed	£239.00
40954000	Tray for exposed mixers	£99.00
24059003	Shower mixer concealed	£189.00
24060003	Bath mixer concealed	£199.00
24093003	Concealed OHM with 3 way diverter	£219.00
Bidet		
33241003	Bidet Mixer with pop up waste	£199.00
Digital		
23848003	Plus basin digital M "Click"	£269.00
23850003	Plus basin digital L "Click"	£299.00

Stock available
from
Apr '19
Digital from
Sept '19

NEW PLUS

ACCURACY THAT GOES BEYOND DESIGN

- Complete new bathroom range
- Designed to fit with Round or Square designs
- Perfect Match to new Essence Ceramics
- Deck Mounted Bath Filler and Bath/Shower Mixer
- Low pressure Basin Mixer
- Large and Medium Swivel Spout versions
- Large Pull Out Spout version
- Large Temperature Display basin mixer with eco-spray mousseur





Pure Freude
an Wasser