



100% TASTE

*Pure Freude
an Wasser*

GROHE


WATER REINVENTED

INTRODUCING
GROHE WATERSYSTEMS



PERFECT TASTE


STRAIGHT FROM THE TAP
UNBOTTLED WATER BY GROHE BLUE HOME



INSTANT **DELICIOUS**



INSTANT **SPARKLING**

A close-up, profile view of a woman with long brown hair tied back, wearing a white lace top. She is holding a clear glass of water to her lips and drinking. The background is a bright, out-of-focus indoor setting.

WHERE WOULD YOU
EXPECT TO FIND THE
MOST **DELICIOUS**
WATER ON EARTH?

WE BELIEVE, IT
SHOULD BE AT
YOUR HOME

WE CALL IT
UNBOTTLED WATER

100% TASTE

WELCOME TO YOUR PRIVATE WATER SOURCE

When was the last time you truly tasted water?
When you took a sip that left you thirsting for more?
That's what happens after your first encounter with
GROHE Blue Home: a beautiful and intelligent system
that transforms simple water into pure thirst-quenching
pleasure, and your kitchen into a meeting place for
thirsty friends.



First the sheer elegance of the tap catches the eye. But when you take a look behind the scenes, you'll discover the secret of GROHE Blue Home: the cooler – and the reason why drinking water will never be the same again.



THE SHAPE OF **TOMORROW'S** DRINKING WATER

Form and function come together in GROHE Blue Home, combining all the advantages of a high-end kitchen tap and a sophisticated water cooler. Add to that intuitive and timeless design and you are looking at the water source of the future.



FIND OUT THE WAYS IN WHICH **GROHE BLUE** BRINGS BENEFITS TO YOUR HOME:

Imagine drinking water fresh from a mountain spring – life-affirming, thirst-quenching and absolutely pure. Now imagine the same health-giving, untainted water flowing directly from your own kitchen tap. The GROHE Blue water system makes this a reality in your own home. It transforms ordinary tap water and filters it, leaving a taste as fresh and pure as nature intended. Whatever your idea of perfect water refreshment – filtered, chilled, sparkling or all three – GROHE Blue brings it to you straight from the kitchen tap.

TASTE

GROHE's filters remove impurities to give water a pure, fresh taste that even beats bottled water

HEALTH & WELLNESS

removing even small particles but leaving behind precious minerals, GROHE Blue makes it easy to embrace the health-giving properties of water

CONVENIENCE

no more carrying heavy bottled water home

SUSTAINABILITY

kinder to the environment, with less waste on packaging and processing compared to bottled water



Separated inner water ways for unfiltered tap and filtered drinking water.

Spout rotates 150°

Hygienic mousseur with two outlets

Forward rotating lever with knurled end for better grip

Push button with illuminated LED ring for still, medium and sparkling water

Cartridge with SilkMove technology for normal tap water





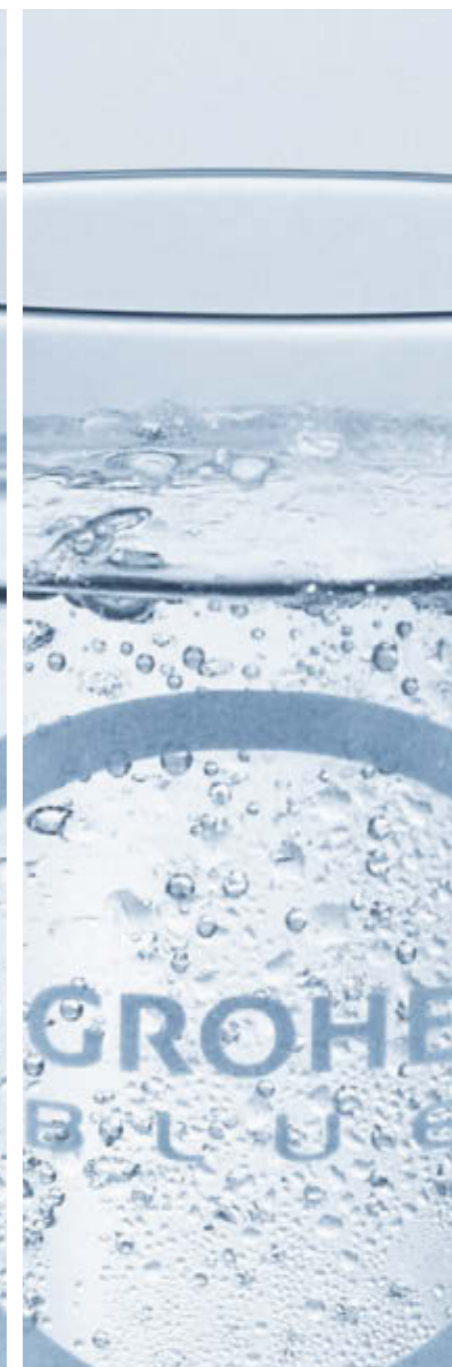
STILL, MEDIUM OR SPARKLING: THE CHOICE IS ALL YOURS

How sparkling do you like your water? It's all a matter of taste. GROHE Blue Home has a simple and intuitive mechanism that lets you carbonate your drinking water at the touch of a button. Deliciously cool filtered water, just the way that you – and all your family – like it.

Still waters run deep. If you prefer your water cool and still, nothing could be simpler: just push the top button. The LED lights up blue and your glass fills with pure refreshment.

Sparkling water, alive with bubbles. If that's your idea of thirst-quenching heaven, just press the lower button – the LED lights up green – for your perfect glass of water.

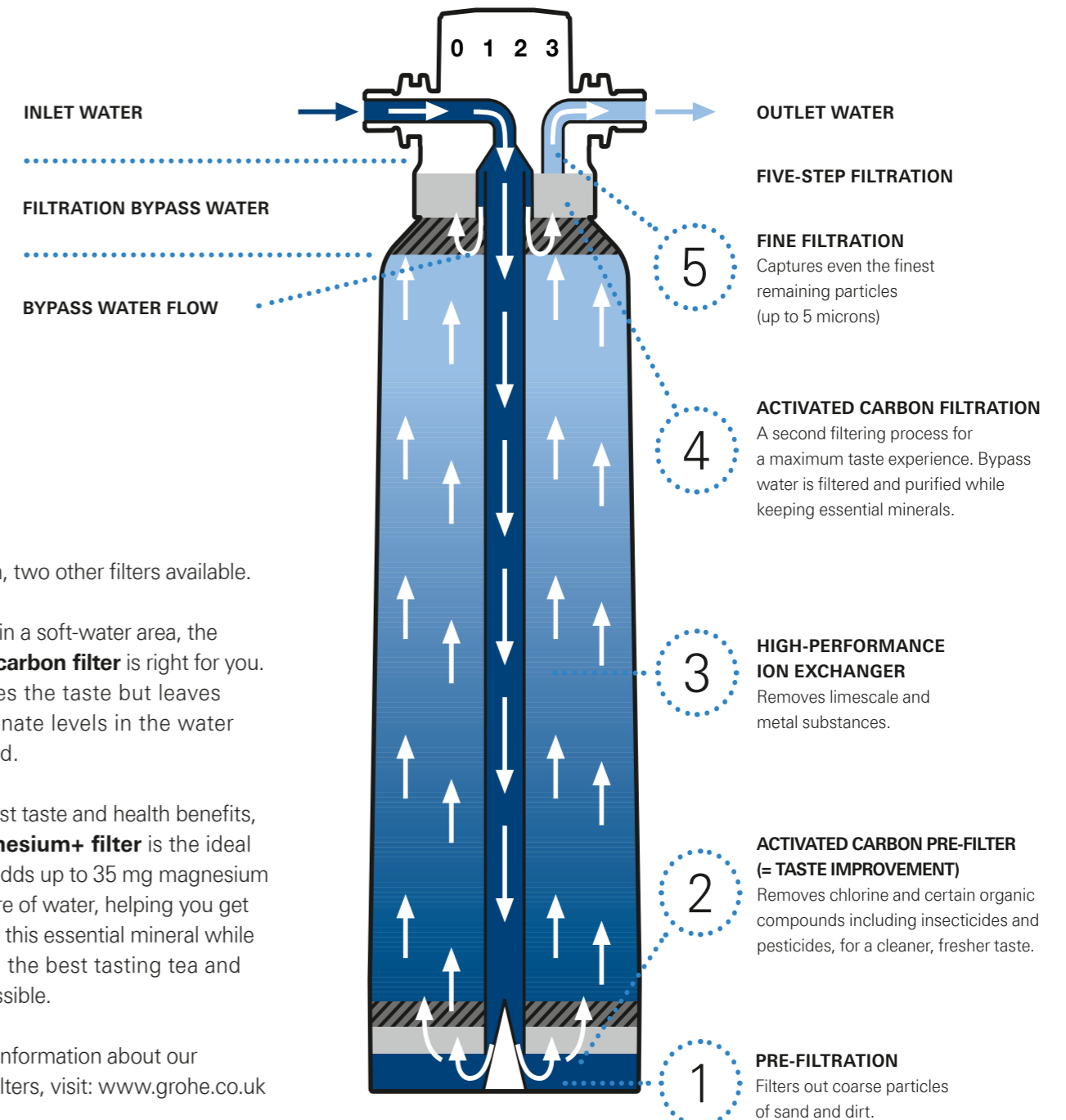
Sparkling – but not too much? More of a medium sparkling? Coming right up. Press both buttons in sequence – the LED lights up turquoise – to produce a finely pearled stream of water.





THE MAGIC IS IN THE FILTER

For our GROHE Blue system we have worked with BWT, Europe's leading filtered water professionals, to ensure that our system produces an unparalleled, refreshing drinking experience. Our standard high performance S-Size filter comes with every GROHE Blue Home starter set. It uses a five-step filtration process to remove even the smallest particles from tap water, while leaving behind all the important minerals that benefit your health.



In addition, two other filters available.

If you live in a soft-water area, the activated **carbon filter** is right for you. It improves the taste but leaves the carbonate levels in the water untouched.

For the best taste and health benefits, **the magnesium+ filter** is the ideal choice. It adds up to 35 mg magnesium to each litre of water, helping you get enough of this essential mineral while delivering the best tasting tea and coffee possible.

For more information about our different filters, visit: www.grohe.co.uk



THE GUARANTEE FOR **PURE TASTE**

If you enjoy tea and coffee, you'll love them even more with GROHE Blue Home. Whether in your coffee machine or for making tea, the still water brings out the best in your favourite hot drinks. Thanks to the ultimate purity of the filtered water, the aromas can develop to the full – for an unforgettable café au lait, at the same time protecting your high-end kitchen appliances.



HOME DELIVERY MEANS FROM TAP TO TABLE

What could be easier – and more convenient – than drawing your drinking water straight from the tap? Life just became a lot simpler.



Space: we'd all like to have more of it and in the fridge it's in especially short supply. Try squeezing enough water bottles in to keep the family going for a weekend or when friends come round, because nobody wants to drink lukewarm water on a summer's day. Thank goodness GROHE Blue Home delivers chilled water on demand.

Just think for a moment about the effort it takes to ensure a constant supply of bottled water at home. Queuing up to buy it, lugging the heavy crates and bottles home (how's your back, by the way?), carrying them up the stairs and storing them. Before you know it, it's time to take the empties back, before starting the process all over again.

Time: something else that is precious. So why would anyone want to spend those precious minutes driving to supermarkets, looking for parking spaces and returning bottles. GROHE Blue Home means less frustration, more free time.



And here's another thought: when every member of the family prefers a different water, that's three kinds you have to buy. Not with GROHE Blue Home. You can have sparkling, medium and still – with just one tap.

THE BEST PACKAGING FOR WATER: **NO PACKAGING** AT ALL

We are responsible for our small blue home, the earth. It demands of us that we care for its environment and save its precious water resources. At GROHE Blue Home we have a goal: to help save the planet one glass at a time.

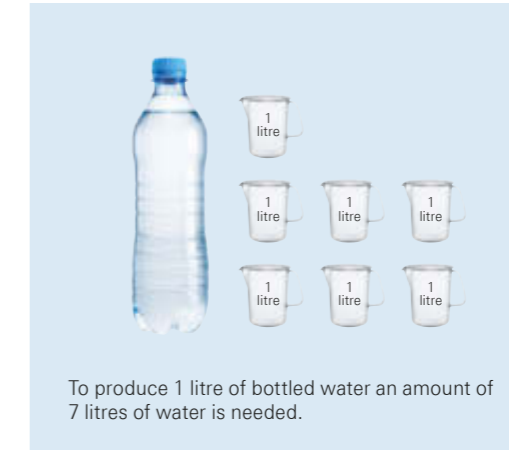


It might seem obvious, but in a world that is slowly sinking in a sea of plastic, the issue of the practically indestructible plastic bottles is becoming more urgent than ever.

Not only that, it takes an astonishing 7 litres of water just to produce a single litre of bottled water, not to mention the energy used and the CO2 emissions created.

So do we really need bottled water? At GROHE we believe we have found the solution in GROHE Blue Home. We commissioned the University of Göttingen to carry out in-depth research that made comparisons of CO2 emissions. The result: a huge reduction of 61% compared to bottled water.

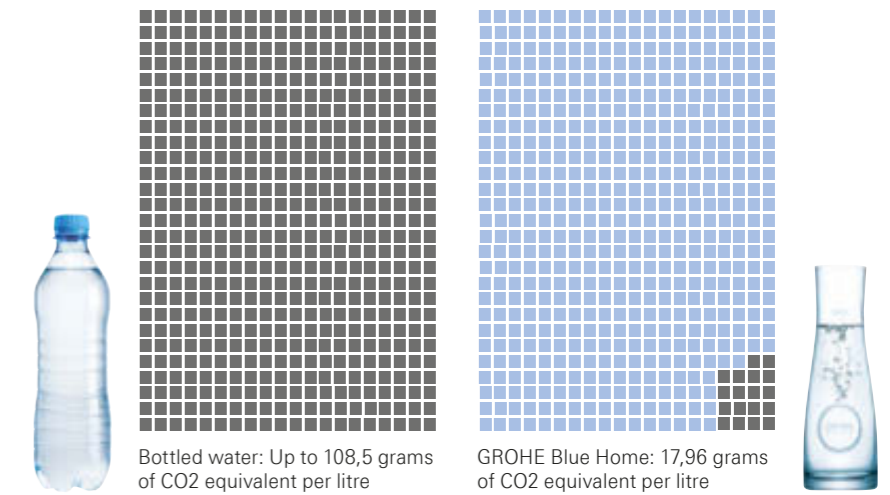
So you can have pure water enjoyment without compromising your green ideals.



To produce 1 litre of bottled water an amount of 7 litres of water is needed.



GROHE Blue needs only one.



Bottled water: Up to 108,5 grams of CO2 equivalent per litre

GROHE Blue Home: 17,96 grams of CO2 equivalent per litre



GROHE WATERSYSTEMS

DESIGNED TO LOOK BEAUTIFUL
IN YOUR KITCHEN

CHOOSE YOUR **GROHE BLUE HOME** DUO SET



EACH **GROHE BLUE HOME** CONTAINS:




Scan here to configure
your personal
Watersystem.


For more information
please visit grohe.co.uk

COMBINE GROHE BLUE HOME WITH **GROHE RED MONO**




 GROHE Red Mono L-spout




 GROHE Red Mono C-spout



GROHE RED MONO ALSO CONTAINS BOILER (L OR M SIZE) & FILTERSET.

*Pure Freude
an Wasser*

GROHE


WATER REINVENTED

INTRODUCING
GROHE WATERSYSTEMS



99 °C HOT



STRAIGHT FROM THE TAP
GROHE RED: KETTLE HOT WATER ON DEMAND





INSTANT **AL DENTE**



INSTANT **TEA-TIME**

A close-up photograph of a woman with long, light brown hair, wearing a white top. She is holding a red glass mug with both hands and drinking from it. The background is a bright, out-of-focus window. The overall mood is warm and satisfying.

KETTLE HOT WATER:
WHAT WOULD WE DO
WITHOUT YOU?

BUT WHY, OH WHY
DO YOU **TAKE SO
LONG** TO BOIL?

... NOW THE
WAITING IS OVER

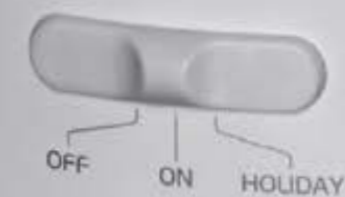
INTRODUCING KETTLE
HOT WATER ON DEMAND:
NEW GROHE RED

WELCOME TO THE NEW HOT SPOT IN YOUR KITCHEN

Think about the number of times a day that you need boiling water – and how much time you spend waiting for the kettle to boil. And now imagine you could save time, energy and space in the kitchen – all in one go. That's what GROHE Red can do for you: a beautiful and reliable system that delivers kettle hot water straight from the tap – safely and instantly. Once you discover all the advantages of this remarkable helpmate in the kitchen you'll never look back.



Now you see it, now you don't. Below the elegant GROHE Red tap, the energy-efficient titanium boiler is tucked away, ready to deliver just when you need it.





WHAT MAKES GROHE RED SO HOT?

A combination of good looks and stunning functionality sets GROHE Red apart. And why shouldn't a high-end kitchen tap outperform a kettle? Combining a multitude of uses with sleek elegance, GROHE Red turns every kitchen into a culinary hot spot.



GROHE
R E D



TECHNOLOGY YOU CAN TRUST

Designed down to the last detail with a view to convenience, sustainability and safety, GROHE Red presents a range of intelligent and indispensable features.

SAFETY FIRST

Our first commitment is to your safety. That's why GROHE Red comes with a unique, failsafe child lock

NO MORE WAITING

Kettle-hot water is always available at the push of a button, so waiting for the kettle or pot to boil is a thing of the past

LESS WASTE

You only take the exact amount of hot water you need, so you save on water and energy consumption

CLEAN, FRESH TASTE

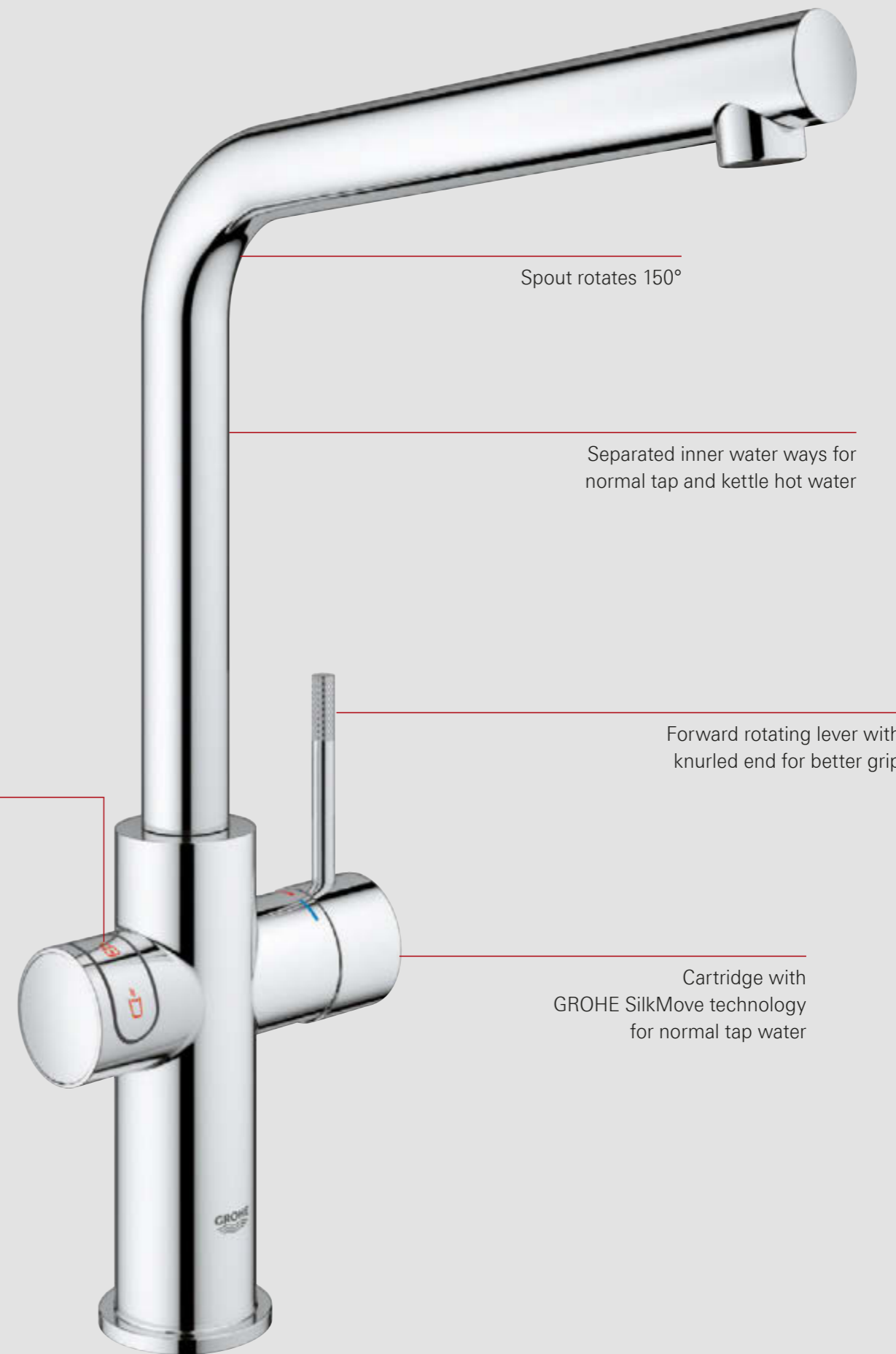
Filtered water for an exceptional taste experience

CLEAN YOUR WORKTOP

Filtered water heated to 99 °C no need for the clutter of a kettle. GROHE Red fulfills all your water needs from a single tap



Touch buttons with ChildLock safety for kettle hot water



Spout rotates 150°

Separated inner water ways for normal tap and kettle hot water

Forward rotating lever with knurled end for better grip

Cartridge with GROHE SilkMove technology for normal tap water



ONE SOURCE OF KETTLE HOT WATER – **A MILLION THINGS** TO DO WITH IT

The more you use it, the more things you think of to do with it: GROHE Red makes life simple like never before. Blanching, boiling, brewing-up, sterilising, cleaning. Tea, coffee, broccoli, spaghetti, eggs. Morning cuppa, baby's bottle, midnight feast. The possibilities are endless. Once you've enjoyed the sheer convenience of using GROHE Red, you'll never want to do without it.

Press the child lock button for 1 second to unlock the kettle hot water function.

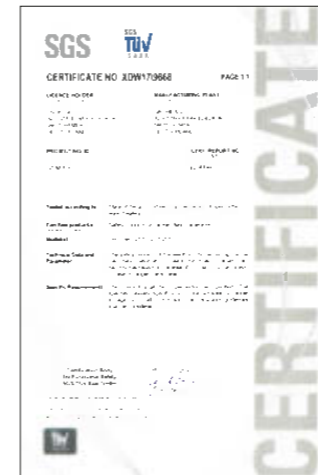
While unlocking, the LED will flash red, lighting up continuously as soon as the child lock is deactivated.

To start the flow of kettle hot water, press and hold the lower activation button. Remove your finger to stop the flow.





TECHNOLOGY THAT PUTS **SAFETY FIRST**



If there are children in your family, there can be few better reasons for banning the electric kettle for good. Unfortunately kettles continue to be the cause of many accidents in the kitchen. Tragically, the victims of these accidents are most often small children below the age of 5. It happens time and again: a child grabs a trailing flex or pulls a kettle of boiling water over themselves. It just doesn't bear thinking about. In the UK, over 360 young children suffer severe scalding every year. That's one child every day – and every child is one too many.



When you choose GROHE Red you can be sure of choosing safety first. GROHE Red has passed the German TÜV test, the independent body that confirms that the applicable safety requirements and quality standards have been met.



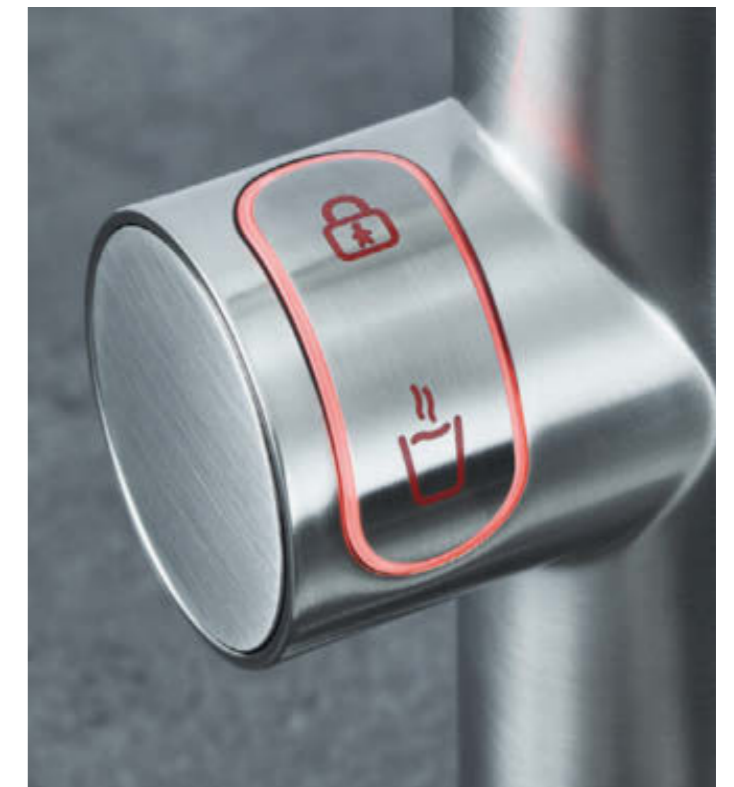
ACCIDENT STATISTICS

(severe injuries only)

Children aged 0 – 4 years (367 severe injuries pa.)

Accident description	% of cases
Child grabbed or pulled kettle over itself	44%
Child pulled flex, hence kettle over itself	18%
Parent/adult holding kettle, and accidentally pulled by child or split by child	3%
Adult splashed hot water from kettle onto child	4%
Other child pulled down kettle onto victim	12%
Other infrequent situations	16%

source: <http://www.humanics-es.com/burns.pdf>





FILL MORE STOMACHS WITH THE **GROHE RED POTFILLER**

The average electric kettle can only boil a maximum of 1.7 litres at a time. Unlike GROHE Red. It has a useful pot-filling function that allows up to 3 litres of kettle hot water to be drawn off at once. Great for a spaghetti feast or anything else where a lot of kettle hot water is needed at once. And once the pot-filler function is operating, you can take your thumb off the button – leaving you with both hands free for holding heavy pots.

Unlock the potfiller function by pressing the child lock button twice in a row, until the LED turns from red to yellow



Then simply press the lower activation button to start the potfiller



Now kettle hot water will flow for 60 seconds, dispensing up to 3 litres, before stopping automatically

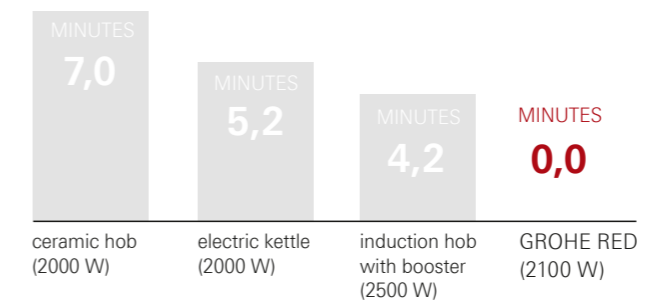




READY BEFORE YOU CAN SAY “WHAT’S FOR DIN ...”

Why wait – when tummies are rumbling? Why wait to get the spaghetti going? Whenever you need kettle-hot water, we think it should be ready and waiting for you. GROHE Red’s innovative technology means never having to wait for the comfort of a cup of tea again. Or for dinner. And less time spent waiting means less energy spent heating as well. So take time to enjoy, not to boil.

WAITING TIME TO BOIL 1 LITRE OF WATER



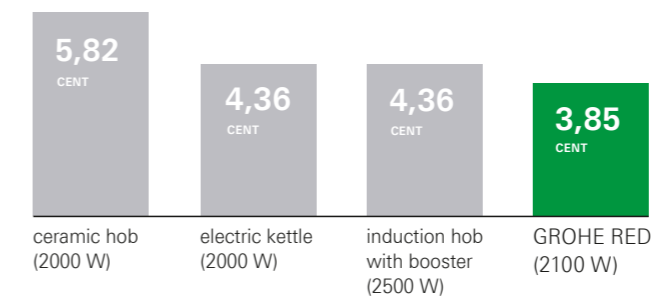
GROHE R E D

WE PUT ALL OUR ENERGY INTO SAVING ENERGY

Can it really save energy to have water constantly on the boil? The answer is a definite yes. The GROHE Red titanium boiler is the reason: the excellent insulation means that a minimum of energy is required to maintain the temperature at 99 °C. Compared to the amount required by an electric kettle or a cooker, GROHE Red saves precious energy. What's more, just think how often you re-boil the kettle. Each time you press the knob again, that's all going on your electricity bill as well. That doesn't happen with GROHE Red.

Going on holiday? Then simply switch the boiler to holiday mode – that way the water is only heated to 60 °C – ensuring further energy savings.

ENERGY COSTS TO BOIL 1 LITRE OF WATER



Energy efficiency rating A when used with mixing valve 40 841 001 to generate warm water.



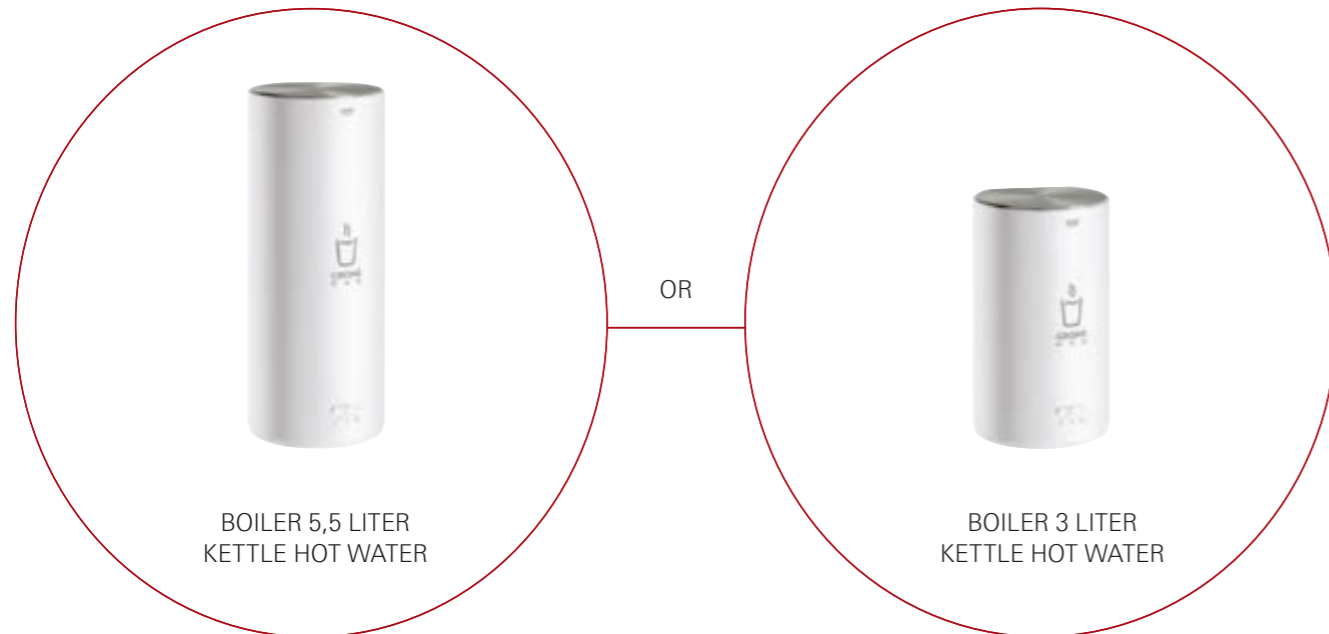
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COMBINE GROHE RED WITH **GROHE BLUE HOME MONO**



GROHE Blue Home Mono
C-spout

