

BATHROOM PLANNING  
FOR THE  
HOSPITALITY  
INDUSTRY

GROHE.COM

*Pure Freude an Wasser*

**GROHE**  
WAVES





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# GROHE AND THE HOSPITALITY INDUSTRY



GROHE Head Office, Düsseldorf

GROHE products can be found in iconic hotel developments all over the world. Thanks to unique versatility in design and functionality, innovative technology and endless possible applications, GROHE products are perfectly placed to meet the rigorous demands of the hospitality sector.

Our in-house design team led by Senior Vice President of Design, Paul Flowers, is constantly developing new concepts aimed at achieving a perfect balance between form and function and received the coveted red dot “design team of the year” award for 2011/2012 – a first for the industry. To complement the individual style and unique atmosphere of a hotel, GROHE fittings and showers come in a wide range of designs. Our range covers all key styles that this piece of literature guides you through – simply choose the style that best suits your project and budget from the wide range of design options available.

Quality and sustainability are extremely important to us, both in the choice of materials and in the manufacturing process. We combine state-of-

the-art manufacturing methods with market-leading technologies to deliver products that will perform reliably over many years of use. Thanks to technologies for reducing water and energy consumption such as GROHE EcoJoy, our products reduce operating costs without compromising on performance and can help you achieve green building standards like Green Key, LEED, BREEAM and Estidama.

GROHE are present in over 130 countries offering local expertise, advice and support at all stages of the design, specification and delivery process. Clean lines and high-quality materials can enhance any bathroom. We offer products for every water draw-off point to suit all possible tastes and requirements.

We want guests to feel at home. When they visit a hotel, they expect a standard beyond that of a normal domestic bathroom. They want to be inspired. This is what we do.

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# GROHE PRODUCT HIGHLIGHTS LUXURY AND UPSCALE

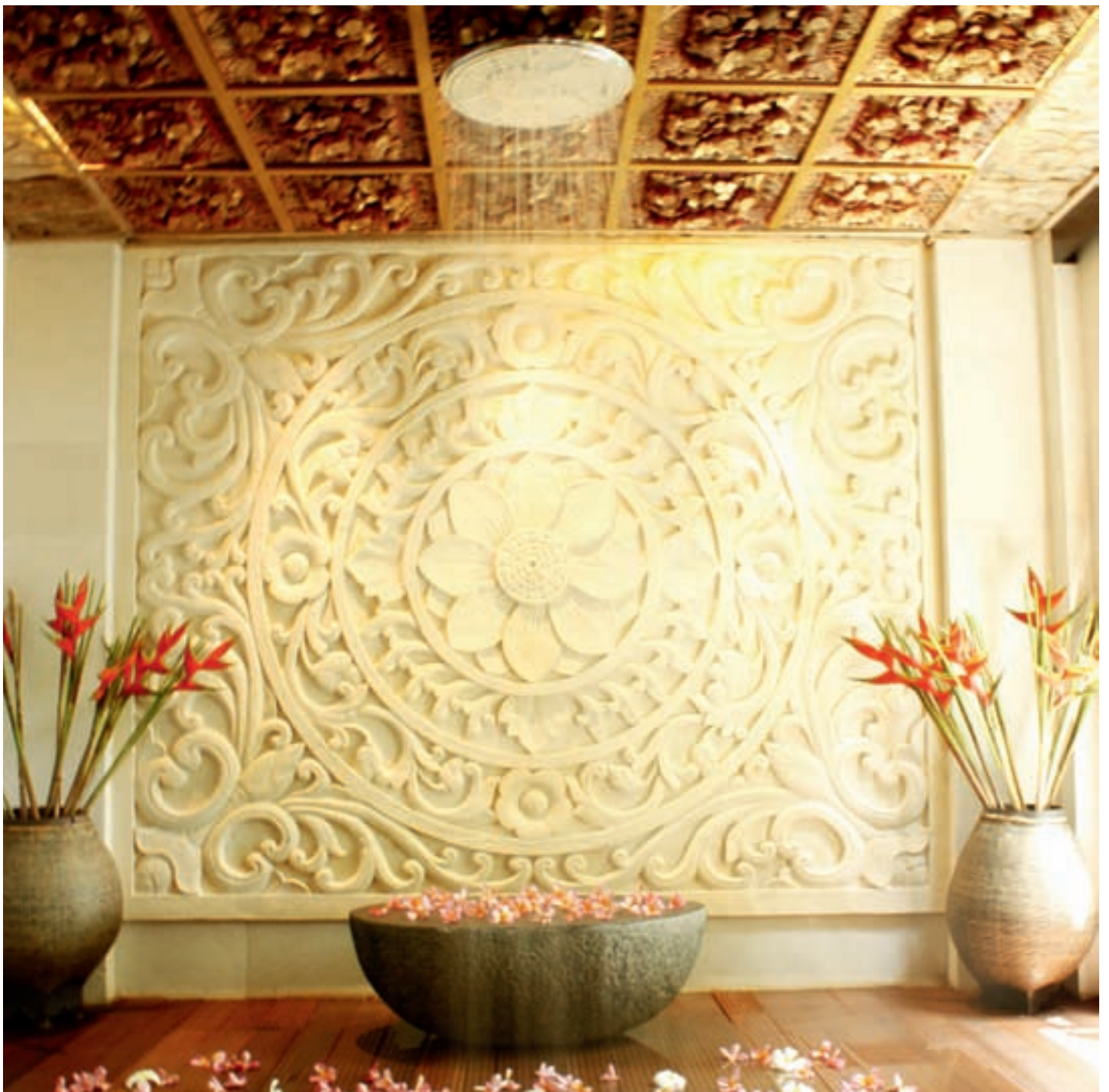
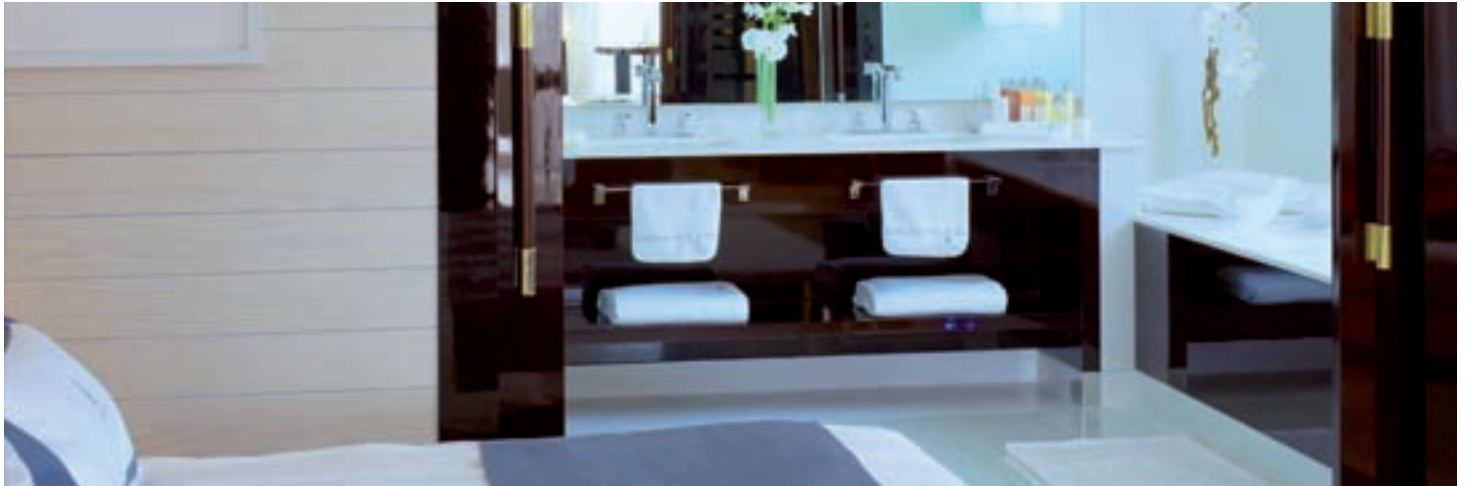


The concept of luxury continues to evolve within the hotel world. At GROHE we believe in the pure joy of water and that inspirational bathrooms and memorable shower experiences enhance the guest experience and can help define a luxury brand.

The unique premium lines from the GROHE SPA range combine innovative, award-winning design with advanced technology to create an exclusive collection of products.



# GROHE PRODUCT HIGHLIGHTS LUXURY AND UPSCALE





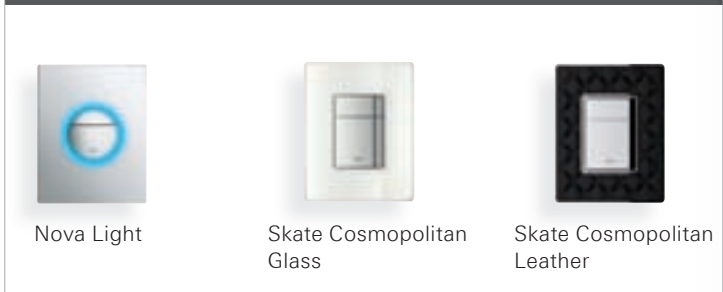
## WASH BASIN



## SHOWER / BATH



## WC





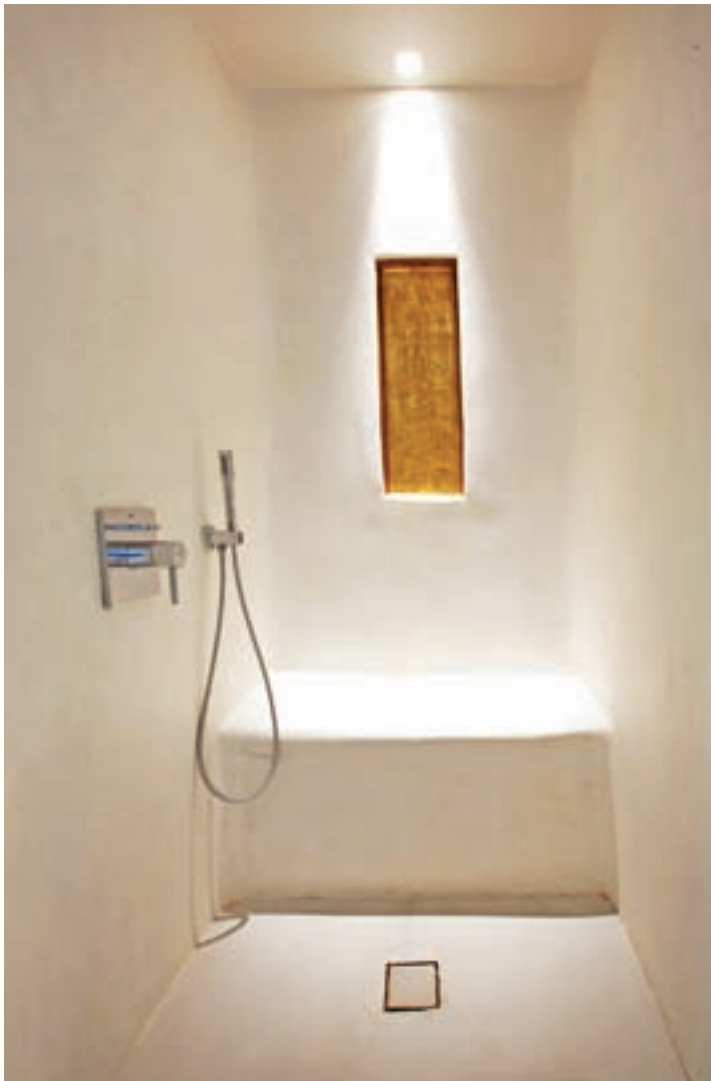
# GROHE PRODUCT HIGHLIGHTS MIDSCALE



Blending style with functionality is an important objective for designers when delivering a midscale hotel room. Practical for the business user and appealing for the tourist market, GROHE has a selection of products that fit the bill.



# GROHE PRODUCT HIGHLIGHTS MIDSCALE





## WASH BASIN



Eurocube



Concetto



Lineare



Essence



Europlus

## WC



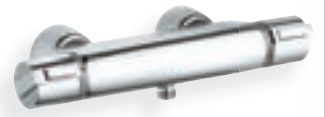
Skate Cosmopolitan  
Glass

## THERMOSTATS

### Shower

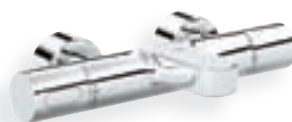


Grotherm 3000  
Cosmopolitan



Grotherm 2000

### Bath



Grotherm 3000  
Cosmopolitan

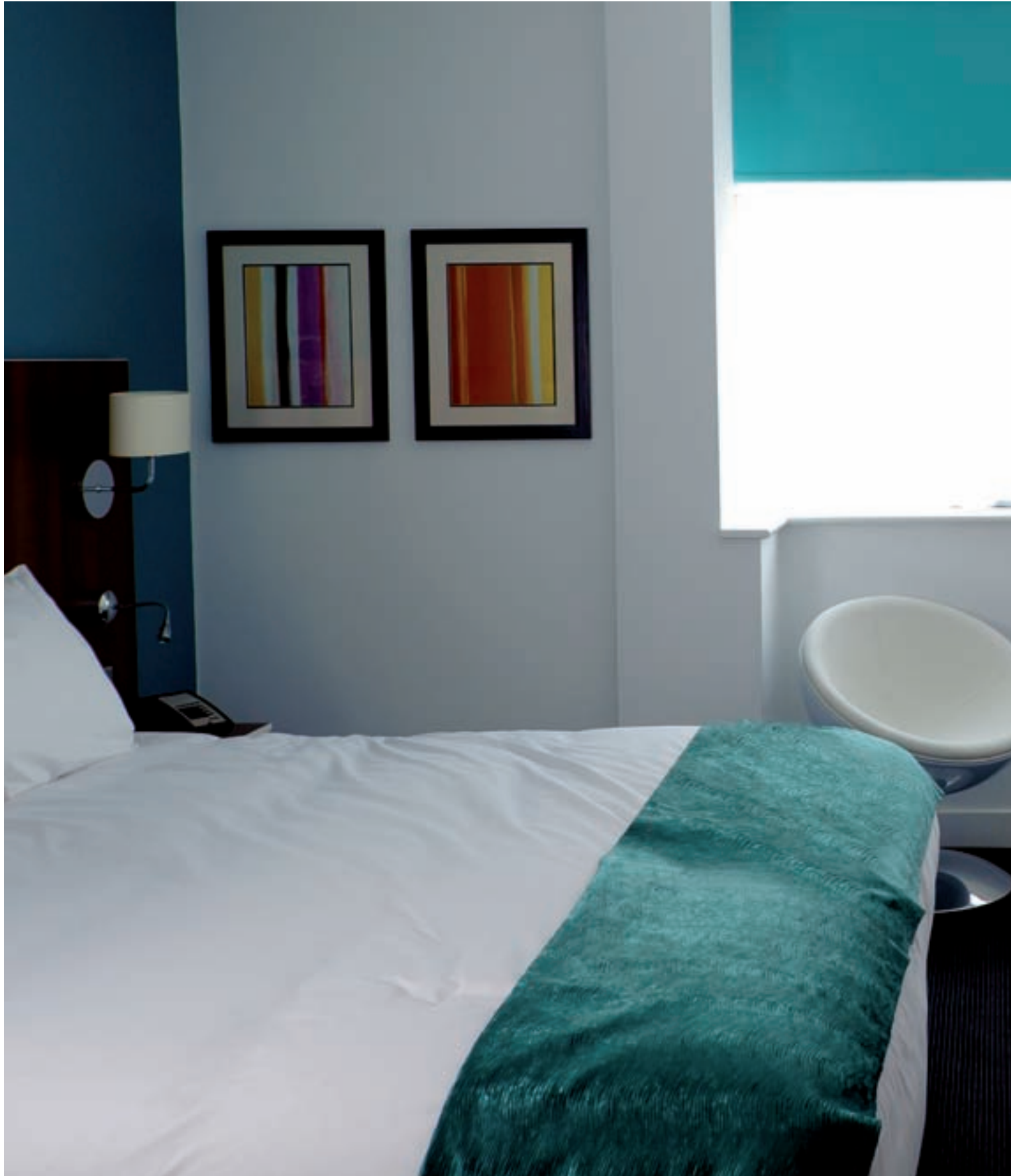


Grotherm 2000



Grotherm 3000  
Cosmopolitan

# GROHE PRODUCT HIGHLIGHTS ECONOMY



Guests now expect economy hotels to offer style and great design features, whilst to investors and operators meeting tight cost plans and delivering the right return on investment is essential in this competitive sector.

The GROHE product portfolio allows, architects and designers to select from beautifully designed and proportioned options knowing they will provide exceptional performance and most importantly will be delivered within budget and offer life-time savings on water and energy use.



# GROHE PRODUCT HIGHLIGHTS ECONOMY





## WASH BASIN



Eurocube



Concetto



Eurostyle  
Cosmopolitan



Eurostyle  
Cosmopolitan



Eurosmart  
Cosmopolitan



Eurosmart  
Cosmopolitan



Eurosmart

## SHOWER



Tempesta



Euphoria

## THERMOSTATS

### Shower



Grotherm 1000



Grotherm 1000  
Cosmopolitan

### Bath



Grotherm 1000



Grotherm 1000  
Cosmopolitan

## WC



Skate Cosmopolitan



# GROHE PRODUCT HIGHLIGHTS EXTENDED STAY



Extended Stay continues to grow as a sector and presents different challenges for the designer and operator. Combining functionality and the opportunity to relax requires products to be flexible and capable of responding to varying needs at different times.

As well as a full range of products for the bathroom, GROHE also offer a broad spectrum of kitchen fittings, including GROHE Red which provides hot water for tea and coffee and makes food preparation simpler and easier. It also means you no longer need to provide a kettle saving space and creating a cleaner design.



# GROHE PRODUCT HIGHLIGHTS EXTENDED STAY





## WASH BASIN



Eurocube



Eurocube



Lineare



F-digital

## WC



Skate Cosmopolitan

## KITCHEN



Minta



GROHE Red



GROHE Blue®

## SHOWER



Euphoria System



F-digital Deluxe  
Steam



F-digital Deluxe  
Light



F-digital Deluxe  
Sound

# GROHE PRODUCT HIGHLIGHTS FOR PUBLIC WASHROOMS AND BARRIER-FREE



Public washrooms reflect the design, hygiene and exacting standards of the establishment. In high traffic areas bacteria can quickly develop which is why GROHE recommend that public washrooms incorporate both touch-free and barrier-free solutions to fulfil the requirements of all guests including the less able.



# GROHE PRODUCT HIGHLIGHTS FOR PUBLIC WASHROOMS AND BARRIER-FREE

**People who find conventional fittings hard to handle expect good design to make operation easier. The ergonomic GROHE fittings for washbasins, showers, baths and WCs fulfil the practical requirements to a high degree, and ensure easy and reliable use.**

In some countries, it is a legal requirement to provide suitable bathroom fittings for the disabled user. GROHE have a suite of products to help comply to ADA & DDA standards.

The touchless GROHE fittings controlled by infrared electronics combine excellent ease of use with reliable operation. Operation of the demand-controlled water flow is touchless through interruption of an infrared beam. If you also use the new GROHE Powerbox, the in-built turbine produces its own electricity to power the infrared controls - no batteries required.

The flexible GROHE Rapid SL installation systems with special grip elements for supports and handles allow easy and quick installation of a WC and wash basin at the required installation height and within a movement area sufficient for barrier-free use.





## WASH BASIN



Europlus



Eurosmart CE



Eurosmart CE



Allure wall-mounted Sensor



Euroeco Special



Powerbox with Eurosmart CE



Essence Sensor



Essence E

## SHOWER



New Tempesta

### Thermostat



Grotherm 2000 Special



Grotherm Micro

## WC



Rapid SL, WC



Rapid SL, Wash basin



Rapid SL, retaining element for supports and handles



Tectron Skate



Radio electronics



Pneumatic



Skate Air



Skate Air



Nova Light



# GROHE SOLUTION EXPERTISE



GROHE is very proud to have worked with many of the world's leading hotel brands on an exciting range of iconic hotels and has acquired unparalleled experience of the industry. Whatever the project, from a LEED-compliant new-build to product upgrades that saves water and money, GROHE can meet all briefs with the perfect specification. Like all our customers, we are dedicated to helping create the most inspiring and luxurious experience for every single guest. GROHE's commitment extends to the long-term sponsoring of key Hospitality fairs and events around the world including World Architecture Festival (WAF), The Sleep Event, HD Vegas, HiDesign and Zündstoff.



# GROHE TECHNOLOGY & DESIGN



**GROHE SilkMove®**  
Smoothest handling for effortless precision and ultimate comfort for a lifetime.



**GROHE StarLight®**  
Made-to-last surfaces ranging from precious matt to shiny like a diamond.



**GROHE CoolTouch®**  
No scalding on hot surfaces thanks to 100% GROHE CoolTouch®.



**GROHE TurboStat®**  
Always the right temperature, for utmost convenience and safety.



**GROHE EcoJoy®**  
Save precious resources and enjoy 100% water comfort.



**GROHE Zero**  
Lead-free, corrosion-resistant faucets thanks to the unique GROHE-developed alloy.



**GROHE DreamSpray®**  
Innovative quality showers for luxurious revitalisation and wellbeing.



**GROHE Digital®**  
Intuitive digital technology at your fingertips.



**GROHE Whisper®**  
Innovative water technology delivering whisper-quiet acoustics.



**BlueCore™ by GROHE**  
The distinctive blue-coloured components at the heart of GROHE products highlight GROHE's leading performance and quality.

# GROHE SAFETY

## PROTECTION AGAINST SCALDING

In hotels water pressure fluctuations typically occur when numerous guests take a shower in the morning. To protect against the risk of scalding we recommend the use of GROHE TurboStat® technology in the shower thermostats. GROHE TurboStat® reacts quickly to temperature or pressure fluctuations, automatically balancing them out. In addition, the SafeStop button sets the default temperature at a safe 38 degrees. GROHE CoolTouch® ensures that the temperature of exposed parts of the shower valve or hand shower never exceeds the temperature of the mixed water making them safe to touch at all times.

## PROTECTION AGAINST BACTERIAL BUILD UP

Best practice suggests regular thermal disinfection to guard against the risk of bacteria building up in the water supply. GROHE thermostats, sensor operated taps and the versatile Grotherm Micro can all be easily set to deliver high temperature flush throughs as part of a planned maintenance regime.



## CREATING A HYGIENIC WASHROOM

The increasing risk of bacteria on surfaces in public washrooms has increased the demand for a touch free washroom environment. Sensor activated flushing systems for W.C's and urinals and automatically operated faucets are all available to make the specification of the washroom easier for the designer and more comfortable for the user. Sensor activated faucets can be set to deliver the optimum water flow for set time periods to correspond to the time it typically takes to wash your hands to minimise water use and to ensure a more sustainable solution. Faucets will automatically flush through if not activated for a set period so as to minimise the risk of any bacterial build up.

To complete the ideal washroom and to make planning and installation as effective and fast as possible, the GROHE Rapid SL frame system is designed to support wall hung W.C's and urinals. By raising them off the floor cleaning is both faster and more effective.



# GROHE SUSTAINABILITY WATER&ENERGY AUDIT

## **SAVE WATER, SAVE ENERGY, SAVE MONEY**

Hotels cannot compromise on the level of service they offer guests and consequently face ever increasing utility bills, especially as heating water is such a major cost. Sustainability is one of our four key brand pillars and that is why GROHE now offers a complimentary new service, the GROHE Water & Energy Audit, which saves hotels money by conserving water and energy.

## **HOW IT WORKS**

One of our trained GROHE consultants will assess your hotel and carry out the unique GROHE Water & Energy Audit. This uncovers the true operating costs of the bathroom fittings and highlights the potential savings that can be made by switching to more environmentally friendly fittings products. The audit is risk-free and comes with absolutely no obligation.

## **MEASURE THE SAVINGS**

By calculating the savings in kilowatt-hours and water consumption using meters before and after the installation, we can show you the immediate and significant ROI. The payback period is also definable. We have shown that we can achieve savings of up to 43 %.

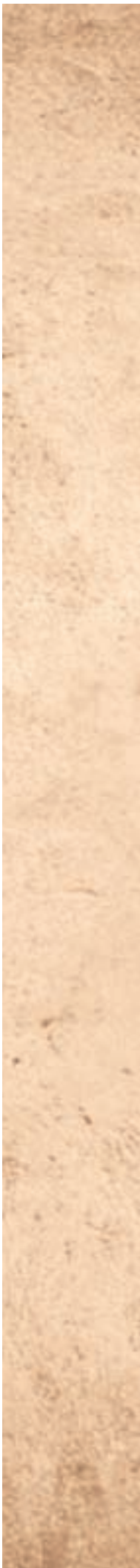
## **ADDED VALUE**

In addition to cost savings, the GROHE report offers valuable advice on a range of health and ergonomic issues, from highlighting the risks of legionella to protection against scalding.

And the benefits of installing GROHE products are not just cost savings.

- Customer satisfaction - hotel guests will have a more enjoyable and satisfying stay, boosting loyalty and occupancy.
- In-house satisfaction - GROHE products are so durable the daily lives of your maintenance teams and housekeeping staff will be greatly improved.
- Brand values – a sustainable building achieves regulatory compliance and enhances your reputation as a green hotel.

**Contact [projectenquiries@grohe.com](mailto:projectenquiries@grohe.com) to arrange your free GROHE Water & Energy audit now.**



# SAVE





# GROHE GREEN BUILDING STANDARDS

As water is an increasingly valuable resource new regulatory bodies that assess the environmental impact of buildings are developing all over the world. It is a complex picture with each one reflecting the particular needs of its local area, from religious issues to specific environmental challenges.

## **HOW GROHE CAN HELP**

GROHE can help clients navigate the complicated system of green building rating systems including LEED, BREEAM, Estidama and DGNB. We have a worldwide network of 1100 Project Directors and consultants in 130 countries, including every major design capital, so there is an expert on hand wherever the hotel is located. In addition, our range of faucets and fittings meets the toughest international regulations – the use of our innovative GROHE EcoJoy products even attracts tax incentives in some countries. With our expertise we can recommend the best way to achieve compliance while maximizing the enjoyment of water in the bathroom. Performance is never compromised – our products always unite water-efficiency and award-winning design.

## **GREEN IS GOOD**

There are many benefits to choosing an environmentally sustainable strategy. The hotel can boost its reputation and become a market leader, attract increased customer satisfaction and loyalty, enjoy improved risk management and ultimately enhance its brand value.

## **LEED**

### **Leadership in Energy and Environmental Design**

The objective is to achieve aggregate water savings in commercial buildings of 20 to 30 per cent compared to the baseline level outlined in the Energy Policy Act 1992. The rating: Certified, Silver, Gold and Platinum.

## **BREEAM**

### **Building Research Establishment Environmental Assessment Method**

To determine the water consumption figure, flush volumes and flow rates of all sanitary fittings are entered into the BREEAM water calculator tool. The rating: Pass, Good, Very Good, Excellent or Outstanding.

## **Estidama - Sustainability**

Estidama, which means 'sustainability' in Arabic, is based on four pillars: environmental, economic, cultural and social. The Pearl Rating System is used to assess the sustainability of a project's design, construction and operation. The rating: One to Five Pearls.

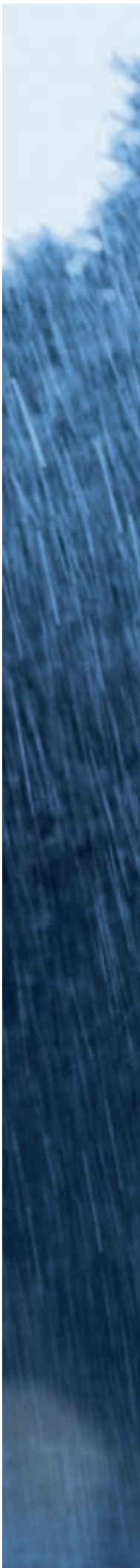
## **DGNB - Deutsche Gesellschaft für Nachhaltiges Bauen eV**

### **(German: German Sustainable Building Council)**

Launched in 2009, the DGNB system of certification is based on EU targets, standards, and regulations. Six fields are assessed: Ecology, Economics, Socio-cultural and Functional aspects, Technology, Processes, and Site. The rating: Bronze, Silver or Gold certificates.

## **WELL done**

The installation of GROHE products will immediately help save water. GROHE EcoJoy single-lever basin mixers, which have a flow-limiting mousseur with aerator and an adjustable temperature limiter, have earned an A-Rating under the Water Efficiency Label (WELL) classification that assesses volume and temperature.





# GROHE PROJECT SUPPORT AND ADVICE

GROHE has developed a global network of consultants and a variety of other systems to ensure we can support you quickly and efficiently wherever you are based. We are always delighted to meet customers face-to-face to discuss your hotel project and we offer a full proposal service that includes product codes, indicative pricing, images and technical specifications, as well as CAD and BIM data.

## ONLINE SUPPORT

No time for a face-to-face meeting? We also have a variety of powerful online tools that will help you achieve the perfect specification for your project. The website offers, a range of download options. You can create tailored PDF specifications for your projects in just a couple of clicks, collect products into different project folders and categories. Each of them can be stored permanently to access anytime. You can also download all the technical details of a project in the form of drawings, images, CAD and BIM files as well as photography to create your mood board.



### BestMatch™

GROHE now makes it easier than ever for you to find the perfect combination of washbasin and faucet – with the GROHE BestMatch™ website and app. Regardless of whether you are looking for a washbasin to fit your desired GROHE faucet, or an exclusive GROHE faucet for your washbasin, with GROHE BestMatch™ you're guaranteed to find just the right combination.

Visit [grohe.com/project](https://grohe.com/project) for more information

## ONSITE SUPPORT

Tailor-made service packages for major hotel projects include:

- On-site installation training and supervision – to ensure trouble-free installation.
- Standby Service – a GROHE technician on standby to deal with any initial teething problems.
- Annual maintenance – our check up and maintenance service includes refresher training for maintenance staff.
- Experiential sample rooms.

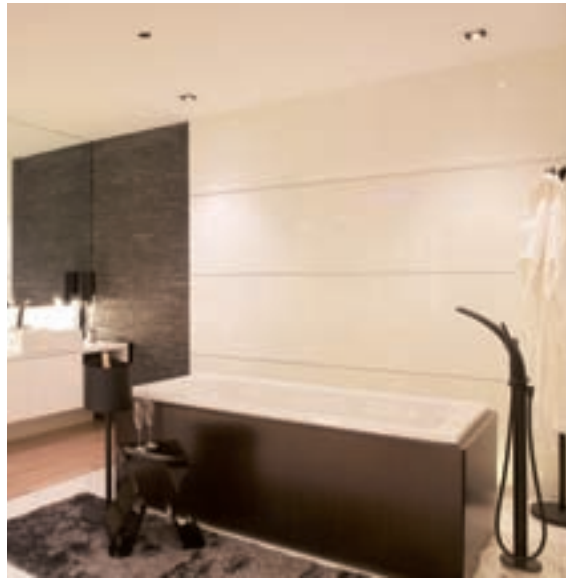
## GOING LIVE

The GROHE Live! Centers and showrooms, which are located in some of the world's biggest cities including New York, London, Paris, Singapore, Mumbai and Milan, are the perfect place to take clients when planning the hotel bathroom. Book a meeting room equipped with state-of-the-art technology to discuss projects, including the option of video conferencing on a global scale. GROHE project consultants are always available to assist you by drawing on their vast product knowledge and expertise. The centers also include training facilities for designers and installers and expertise. The centers also include training facilities for designers and installers.

## HELP EVERY STEP OF THE WAY.

GROHE's consultancy service, short delivery lead-times and ongoing support will exceed your expectations. And all GROHE products carry a superior warranty and 10 years spare parts guarantee – 15 years for concealed products.

Don't just take our word for it. See the hundreds of global references using GROHE products at [grohe.com/references](https://grohe.com/references)



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