



PRESS INFORMATION

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Visualising the GROHE design DNA

Three symbols defining a unique brand identity

“Every successful brand has a significant identity which makes it unique and successful. The GROHE Design Team determines this semantic strategy at the beginning of the design process, defining those elements which make up the GROHE design DNA – the essence out of which everything can be created,” says Paul Flowers, Senior Vice President of Design at Grohe AG.

The three design features which the GROHE Design Studio has extracted from the large variety of conceivable possibilities can be found in all new products. Amazingly simple, unbelievably diverse and easily identified, they always remain true to the GROHE identity even though they can be interpreted in ever new ways.

The first element of the GROHE DNA is the **ring** which defines, for instance, the shower head. It is followed by the **7°** degree angle, the key element in the new generation of spouts and operating levers. The third element is the **lozenge** which can be found in the controller of the GROHE Ondus line as well as in the shapes of the levers.

Design identity

Paul Flowers: “This three-dimensional brand identity represents the semantic strategy of GROHE design. It makes GROHE



products recognisable to the customer, sets trends and ensures consistency on a large scale.”

The visualisation of the design DNA was driven by a clear commitment to the recognisability of GROHE design and to making significant GROHE products which are designed to ensure easy access, invite interaction and balance aesthetics and functionality.

One of the first product lines to incorporate the GROHE DNA is GROHE Ondus. This powerful aesthetic statement is based on the philosophy of “Sensual Minimalism”, a trend which replaces the hard edges of conventional minimalist design with gently flowing yet controlled geometry.

David J. Haines, CEO of Grohe AG: “Our design DNA gives GROHE a universally recognisable face. In formulating this DNA we have benefited from the expertise of our in-house design team who have defined these features and now incorporate them in GROHE products. This way our products attain a highly distinctive character which people all over the world will be able to identify as being typically GROHE.“

The visual DNA of GROHE – three symbols defining a unique identity.

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GROHE

Feldmühleplatz 15 40545 Düsseldorf Telefon: +49.(0)211/9130-0 www.grohe.de

Media contact: HERING SCHUPPENER

Unternehmensberatung für Kommunikation GmbH Kreuzstr. 60 40210 Düsseldorf
Phone: +49.(0)211.430 79-46/-47 E-mail: grohe@heringschuppener.com