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GROHE Minimalist lines raise standards

The new benchmark for classy, contemporary functionality

Allure, Lineare and Concetto are the latest award-winning masterpieces to emerge from the GROHE Design Center. Collectively forming the company's Minimalist offering, these bathroom fittings have taken the marketplace and industry by storm with their timeless and inimitable design, outstanding and long-lasting technologies and optimum functionality.



Allure – Elemental Minimalism

Allure defines authenticity, originality and harmony. The principle guiding the design process is a simple one - square shapes giving rise to cylinders for a perfect balance of rounded and edged archetypes.

The essential impression is defined by the harmony between the flattened rectangular shapes of the base, the spout and the handle on the one hand and the cylindrical volumes of the body and the operating element on the other. Made of solid metal, all levers and handles are ergonomically shaped and of perfectly weighted dimensions.

Allure is set apart by its soft, wide flow of water which falls down into the basin like a natural cascade. This beautifully steady flow is made possible by the rectangular spout whose special shape allows water dispensation without an aerator. It is hard to imagine a better way to enjoy water in its purest form.

Exuding an air of authenticity and value, the beautifully crafted Allure is an object of art in its own right. It makes for a perfect fit with today's naturally inspired bathroom styles, adding more than a touch of timeless grace and enduring value.



Lineare – Emotional minimalism

This young line of fittings is set to become a design classic. Having won both the 2006 red dot design award and the 2006 iF design award and having been nominated for the 2007 German Design Prize, Lineare has already made its mark on the world of industrial design. Its innovative style follows in the footsteps of other successful GROHE designs: highly expressive and exceptionally aesthetic, Lineare puts an emotional twist on the idea of Minimalism, resulting in a well-balanced blend of rounded and edged shapes.

Its expression of harmony and balance is characterised by the flowing transitions between its cylindrical body and the edged spout. The aerator is concealed in the spout. Edges and rounded shapes interact smoothly, breaking up the strict geometry in a very gentle and restrained way. As a result, the fitting exudes an air of clarity with a very emotional touch.

Lineare has been created to celebrate modernity and embraces the myriad styles for all those who prefer modern classics over purist minimalism.



Concetto – Dynamic minimalism

The definition of dynamic minimalism is the creation of harmony through symmetry. Concetto proves how this can be achieved. Its compact mirror-like appearance puts the focus on a new vision of style for today's bathrooms. Its symmetrical axes are key to its lasting appeal.

Highlighting the dominant symmetry, the axis of the handle runs parallel to the upper edge of the cylindrical body. While the aerator is placed on the slanted front of the cylindrical spout, the lever and the spout also form a strong parallel and offer excellent user convenience complemented by a particularly pleasant experience.

Set apart by its skillfully arranged proportions and parallels, Concetto offers excellent value for money and promises its master the best of design at a surprisingly affordable price - for many years of reliable operation and unadulterated enjoyment.

Function to match peerless form

All Minimalist fittings benefit from GROHE SilkMove[®], a technology which ensures a silky smooth movement of the lever over a particularly wide angle. At the same time, the GROHE StarLight[®] technology is used to impart a brilliant gloss and shine to these new GROHE fittings and make the chrome finish particularly wear-resistant.

The new Minimalist lines are available in different variants for wash basins, bathtubs, showers and bidets. The specific design characteristics of Allure, Lineare and Concetto are repeated throughout each line.

Three lines of enduring appeal

The new Minimalist offering comprises everything from premium-quality fittings and young design classics to timeless contract sector favourites. Covering the entire price range, these new lines allow GROHE to meet all customer needs and preferences. All three lines draw on the rich heritage of GROHE design, writing a new chapter in the company's design history.



About GROHE Moments of Truth

GROHE defines a number of dimensions of quality that make GROHE products significantly differentiated and superior to other market offerings.

These dimensions and gold standards are referred to as GROHE “Moments of Truth”. They include:

- GROHE SilkMove® - allows superslick lever movement and the precise control of water flow
- GROHE StarLight® - ensures longer life and deeper shine of the surface
- GROHE DreamSpray® - delivering the perfect shower spray experience
- GROHE Whisper® - maintaining a perfect ambient noise level
- GROHE Watercare® - for you and the environment



About GROHE

Holding roughly 10% of the world market, Grohe AG is the biggest European and the world's leading manufacturer of sanitary fittings. As a global brand for sanitary products and systems, GROHE is setting standards in quality, technology and design. Headquartered in Hemer, the company currently employs some 5,600 people worldwide, including 3,800 in Germany.

In 2006, GROHE generated revenues of € 939 million from sales of bathroom and kitchen fittings, showers, automatic fittings for the commercial and contract sectors, and installation and flushing systems.

GROHE has six production plants, of which three are located abroad, namely in Portugal, Thailand and Canada. The company generates 80% of sales outside Germany.

Argent Australia represents Grohe within Australia. Argent, whom celebrates its 50th anniversary this year, are continually introducing the latest design trends to the Australian market.