

ENJOY WATER FROM THE WORLDS BEST DESIGN TEAM

GROHE design team named red dot design team of the year 2011 ...
This year, the GROHE design team, headed by Paul Flowers, has been named "red dot: design team of the year 2011", thereby joining an elite circle of such renowned award winners as Bose, BMW, adidas, Apple, Sony and Audi.



GROHE IN-HOUSE DESIGN TEAM

Apart from quality, technology and sustainability, design is a fundamental pillar of product philosophy at GROHE, Europe's largest manufacturer of sanitary fittings and a global leader in this industry. Says CEO David J. Haines: "Recent years, in particular, have seen our company build on its design excellence, leading to a sustained increase in the value of the GROHE brand." GROHE today offers a collection of highly aesthetic products and pioneering innovations which continue to point the way forward for the bathroom and sanitary industry.

Says Paul Flowers: "My team and I believe that being named 'red dot: design team of the year' is the design industry's equivalent of winning an Oscar. Winning this award means that we have successfully implemented our new company vision. We set out to create experiences which go beyond the product as such. Quality, technology and sustainability are fundamental pillars, which are genuinely acknowledged by consumers. However, our ambition was to take this relationship to a higher level by converting their acknowledgement into a feeling of love for our products. Through our designs we have been able to achieve this."



reddot design ranking 2011
sanitary fittings & kitchen faucets
No.1 GROHE AG

See back of flyer for award winning GROHE products available in Australia



