Pure Freude an Wasser



# CIRCULAR ECONOMY AT GROHE

### **GREEN BUILDINGS ARE THE FUTURE** – REDUCING RESOURCE CONSUMPTION AND POLLUTION FOR A HEALTHY PLANET AND SOCIETY



ESOURCES

Take-make-waste or from cradle to grave: This is how most economic processes are currently working. Resources are extracted to create a product which is disposed of after its end of use. This has led to an **extensive** resource exploitation that is diminishing the remnants of scarce and valuable resources by the minute while also creating a global waste problem.



AIMING FOR A BETTER WORLD WITHOUT WASTE – CIRCULAR ECONOMY AT GROHE

> The possible solution to those problems is called **circular economy**, an economic model with the intent to keep material flows in recycling loops, thus **minimizing both resources needed and pollution**. With waste recycling rates of 99 percent and a use of brass with recycling proportions of up to 80 percent, GROHE has incrementally approached a circular economy for years.

MANU

#### ULTIMATE SUSTAINABILITY WITH GROHE'S CRADLE TO CRADLE CERTIFIED® PRODUCTS

SIDUAL WASTE

This circular model is the basis for the Cradle to Cradle<sup>®</sup> design concept. Here products are designed and manufactured with the intent of using the components in the end-of-life-phase for the creation of new products.

GROHE has launched six best-selling products as Cradle to Cradle Certified® variants:



The Cradle to Cradle Certified® Product Standard

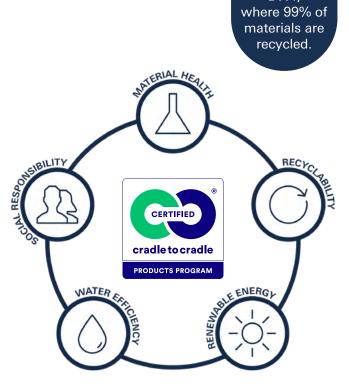
is the world's leading science-based and rigorous norm for designing and manufacturing safe, circular and responsible materials and products. Find more information <u>here</u>.

### To achieve a certification, a product is evaluated in terms of the following five categories:

material health, material reutilization, renewable energy, water stewardship, and social fairness.

## Each product is then designated a level of achievement:

basic, bronze, silver, gold, or platinum.





#### Further reduction of a buildings' carbon footprint:

The sustainability benefit of the two *Cradle to Cradle Certified*<sup>®</sup> faucets, GROHE Eurosmart and GROHE BauEdge, is enhanced with the SilkMove ES technology, where ES stands for energy-saving. The technology prevents the unnecessary use of hot water by supplying only cold water with the faucet lever in the middle position.

Emissions from buildings and construction constitute almost 40% of global carbon emissions\*.

\* European Commission, 2020

Find more information about GROHE's sustainability engagement on <a href="http://www.grohe-x.com/sustainability">www.grohe-x.com/sustainability</a>

### GROHE

Feldmühleplatz 15 | 40545 Düsseldorf | Germany Phone: +49 (0) 211/9130-3030 | <u>www.grohe-x.com</u>

### MEDIA CONTACT

Melanie Vrenegor | Sr. Communications Manager Sustainability E-Mail: media@grohe.com

