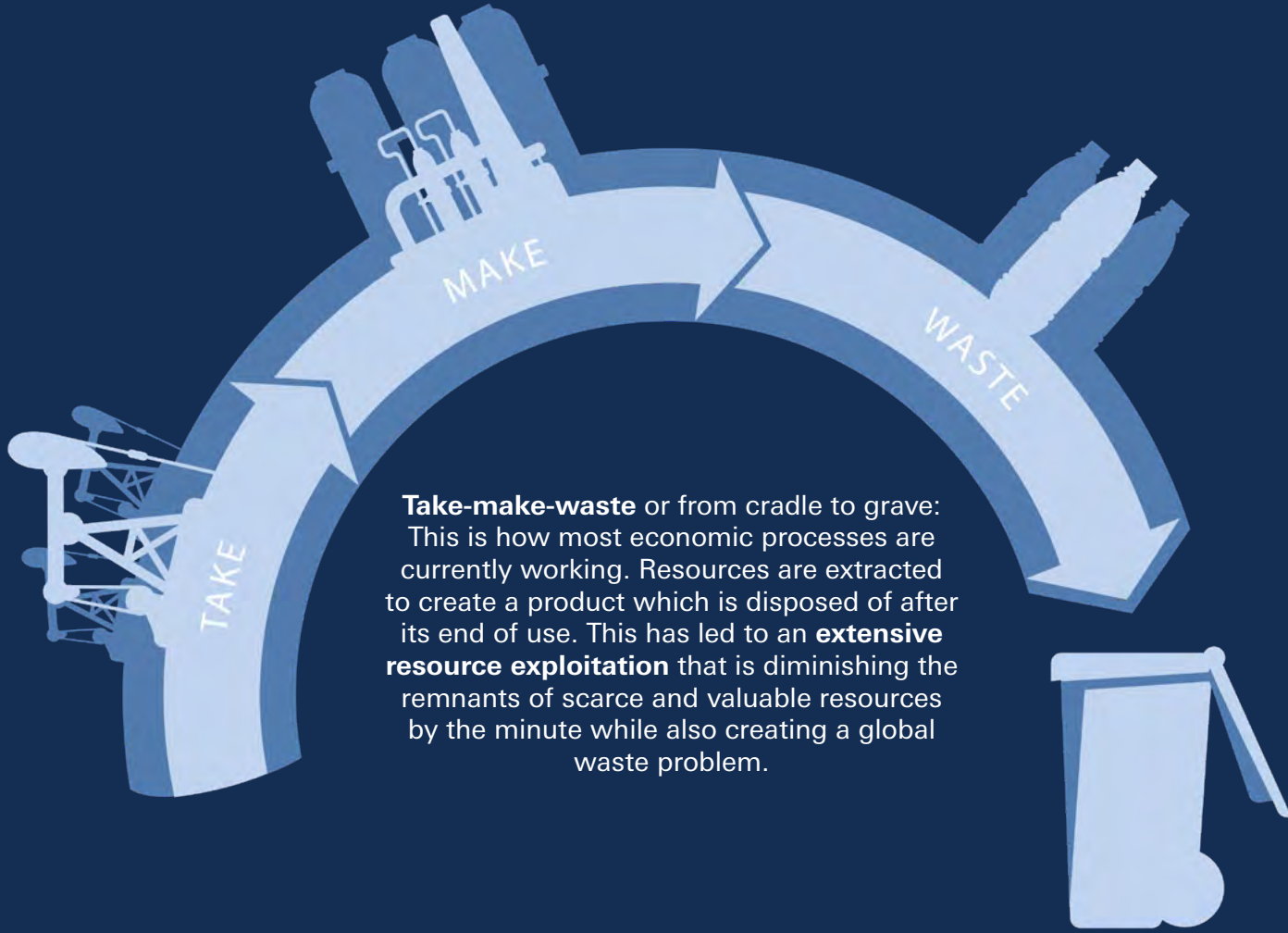
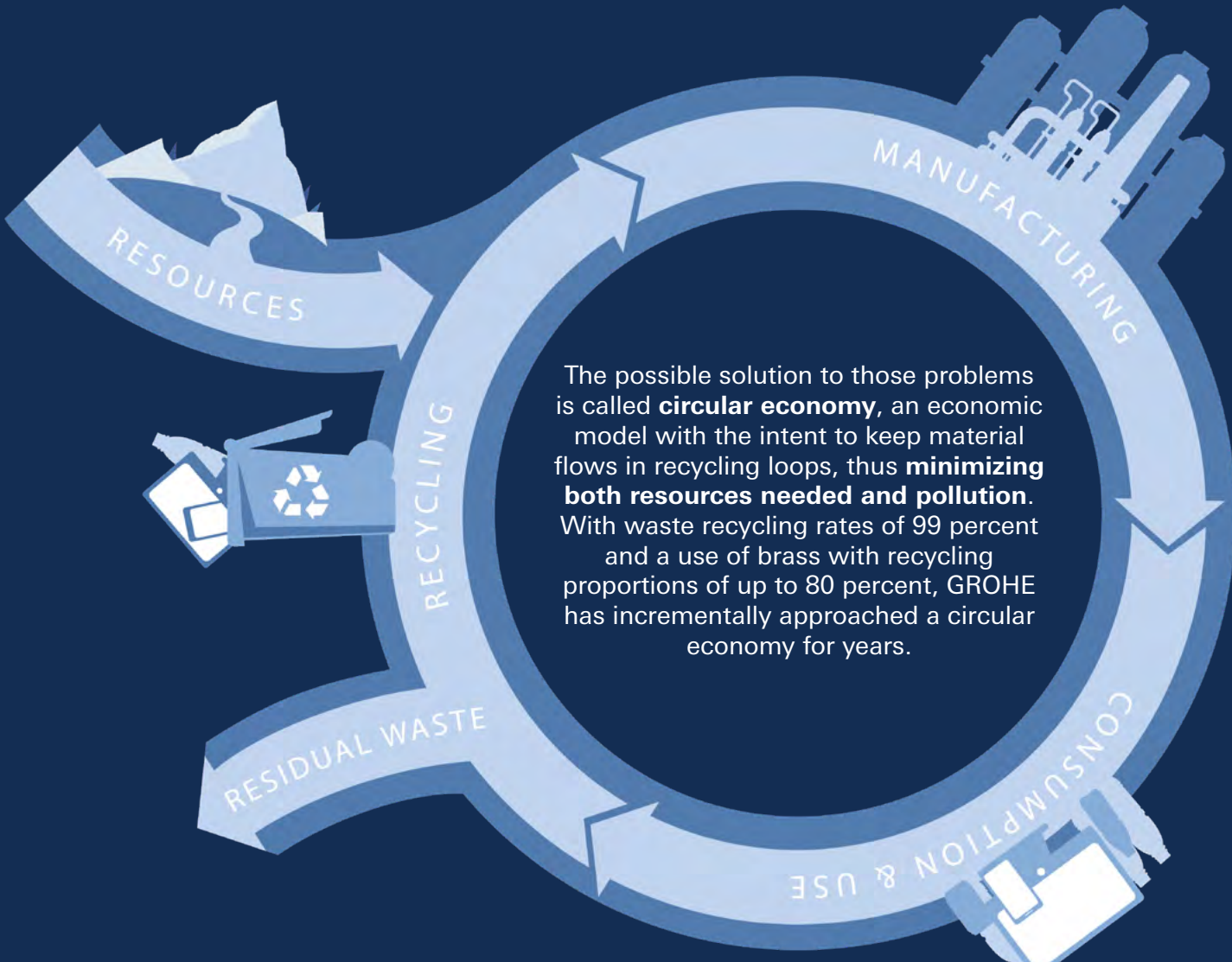


# CIRCULAR ECONOMY AT GROHE

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



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



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

This circular model is the basis for the Cradle to Cradle® 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.

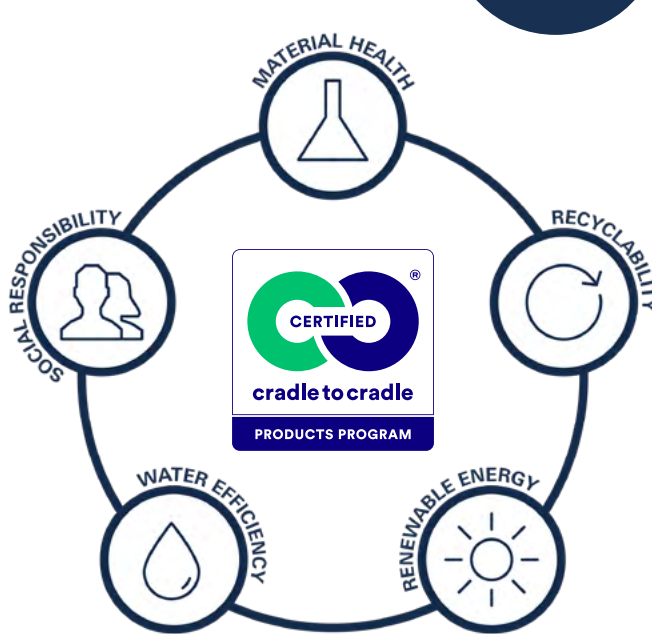
GROHE has launched six best-selling products as *Cradle to Cradle Certified®* variants:



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 [here](#).

**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.



GROHE collects the used filters and passes them on to BWT, where 99% of materials are recycled.



**Further reduction of a buildings' carbon footprint:** The sustainability benefit of the two *Cradle to Cradle Certified®* 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 [www.green.grohe.com](http://www.green.grohe.com)