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GROHE BLUE® NEW

Water flowing fresh
from a spring in the kitchen.





What do you get from a spring in your kitchen?

Water that tastes as good as mineral water

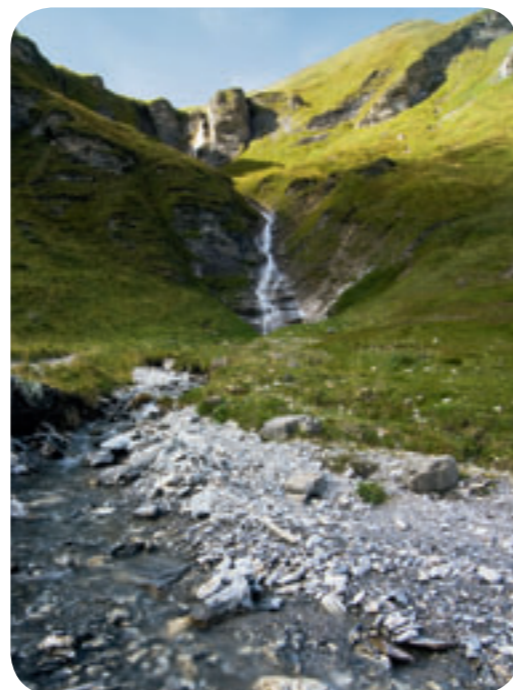
Nothing is refreshing as the pure taste of fresh water flowing from a spring. This is why we now offer you GROHE Blue® - the water spring for your own home. It combines a sophisticated designer faucet with a revolutionary high-performance filter. The latter filters out substances that negatively affect the taste of tap water – refining it to water whose pure and fresh taste you would expect only from mineral water. This has been confirmed by an independent test, in which a representative group of consumers were asked to sample and rate a range of different waters including GROHE Blue® and several premium branded still mineral waters. The result: GROHE Blue® tasted as good as the mineral waters and even scored superior in the “freshness of the taste” category.

More comfort.

Having your own kitchen spring also means that you never have to carry those heavy bottle packs. An average family of four people in Germany carries 520 litres of water home per year – that's an impressive 700 kilograms.

Better for the environment.

But mineral water is not only heavy on your back, it also weighs heavy on the environment. Seven litres of water are used to produce one litre of mineral water. What is more, the impact of the transport and production of mineral waters on the environment is comparable to that of 620,000 cars, each running 20,000 kilometres.



How does this water spring work?

1. The rock: the filter

Nature filters water by running it through different layers of soil and rock. The GROHE Blue® filter cartridge is based on the same principle, using four successive phases to make your tap water ever cleaner and give it an even better taste.

- The non-woven pre-filter removes large particles.
- The ion exchanger reduces the water hardness and filters out such heavy metals as lead and copper which are often released by outdated water pipes. The function of the ion exchanger can be adjusted according to the local water hardness.
- The activated carbon filter removes unpleasant taste such as chlorine and organic impurities.
- The micro particle filter captures particles as small as 10 µm.

2. The spring: the faucet

Apart from looking great, the faucet fulfils two important functions at the same time. On the inside it features two independent waterways - one for unfiltered tap water and one for GROHE Blue® drinking water. This technology ensures that the filtered GROHE Blue® water never comes into contact with unfiltered water or any metal parts which might taint its pure taste. The filter lasts for up to six months and is capable of filtering 600 litres. When the remaining filter capacity drops below 10 percent, an LED on the faucet starts flashing to remind users that it is time to order a replacement cartridge.

3. The jug: the carafe

Even the best-tasting water can be improved by serving it in style. This is why the GROHE design team have created an elegant glass carafe which looks considerably more elegant than any glass or PET bottle.

