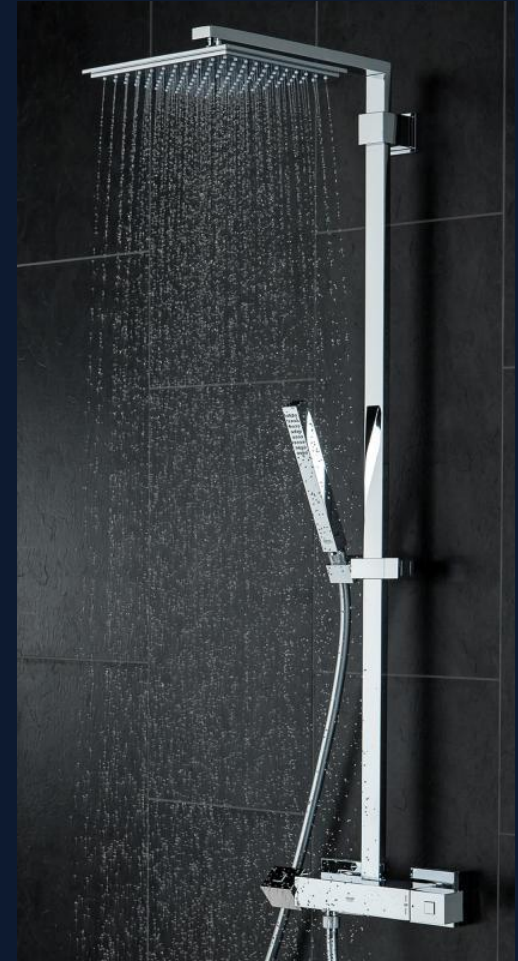


# SHOWER SYSTEM ADDITIONS

July 2017



PART OF **LIXIL**

# EUPHORIA® SHOWER SYSTEM CONCEPT & INSPIRATION

## ILLUSTRATES THREE KEY TRENDS

1. Exposed Valves
2. Personalized Spa Experience
3. Frameless Glass and “Statement” Hardware



# EUPHORIA® SHOWER SYSTEM BENEFITS – DESIGN



## FORM FOLLOWS FUNCTION.

GROHE has achieved a balance between aesthetics and function, resulting in products that not only are beautiful but also perform to perfection.

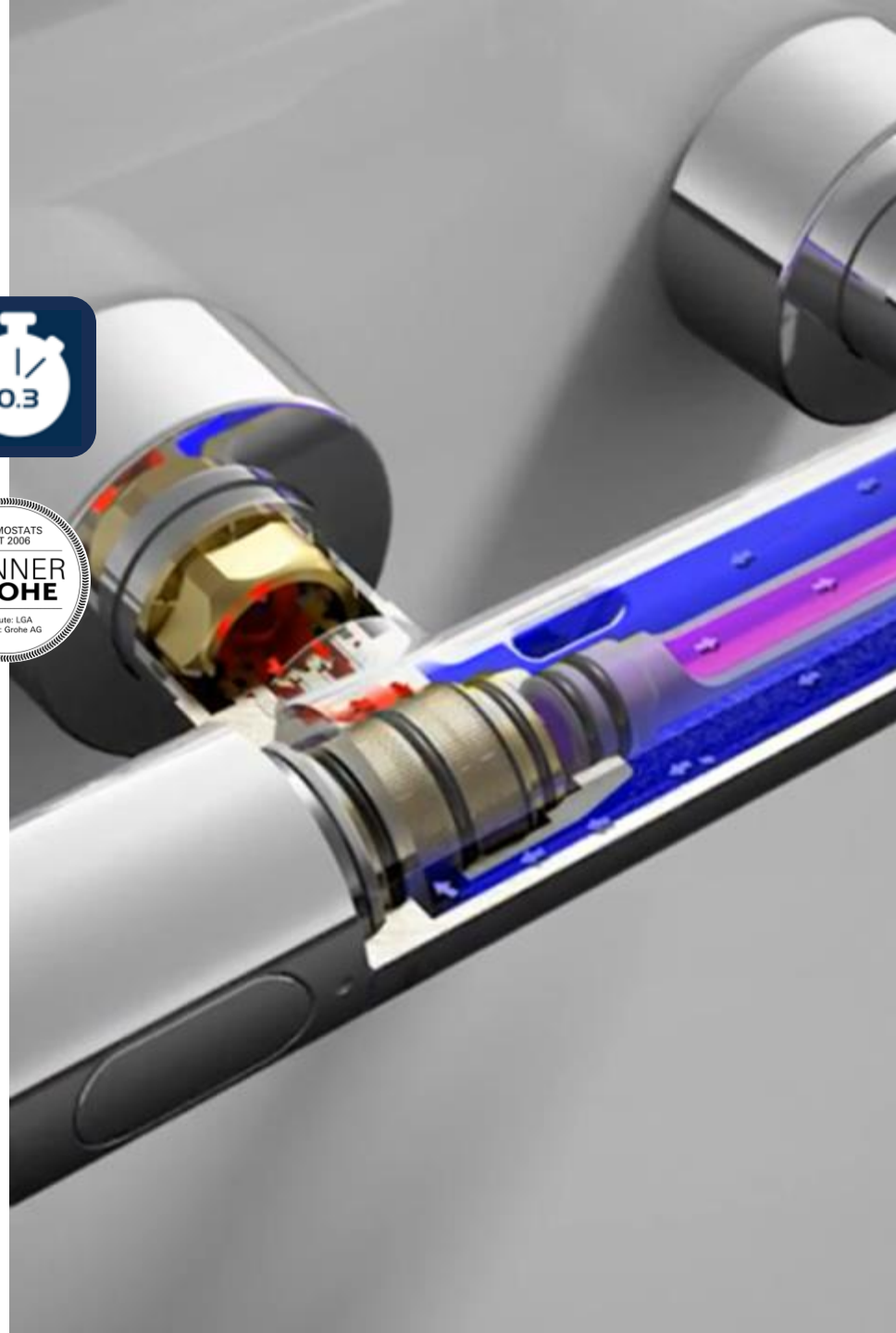


# EUPHORIA® SHOWER SYSTEM TECHNOLOGY: MOMENTS OF TRUTH



## THEMOSTATIC TECHNOLOGY.

The result of continuous improvements made to thermostatic valve technology in the last 50 years, today GROHE thermostatic valves manage water temperature changes faster than any competitor.



# EUPHORIA® SHOWER SYSTEM TECHNOLOGY: MOMENTS OF TRUTH



## FAST AND ACCURATE.

With GROHE TurboStat®, the desired temperature is reached in a fraction of a second and maintained for the duration of your shower.



Two Hand Mixer  
30 seconds or 1.25 gallons



Pressure Balance  
15 seconds or 0.625 gallons



Thermostatic Valve  
0 seconds or 0 gallons wasted

## WATER SAVING.

The faster the desired temperature is set, the more water and energy is saved.

# EUPHORIA CUBE SHOWER SYSTEM



## Design Intent

- Stylish Cube, Minimalist Design

## Grohe TurboStat

- Always the right temperature, for utmost convenience and safety

## Grohe AquaDimmer Function

- Adjustable volume control through diverter

## Simple Installation

- Uses same easy to install adaptors from the SmartControl System

## Grohe EcoJoy

- Less water and perfect flow

## Finishes

- StarLight Chrome

## List Prices

<b>Shower System Only (26 420 000)</b>	<b>\$ 945</b>
<b>As Shown with Showerhead (27 480 000) &amp; Hand Shower (27 888 000)</b>	<b>\$1,758</b>



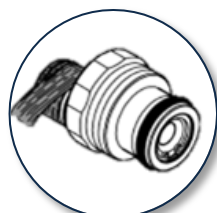
# EUPHORIA SHOWER SYSTEMS (BARE) ADDITIONS



26 419 000/ENO



26 490 000/ENO



Easy to Install Adaptors



ADA Compliant Handle

## Simpler Installation

- Uses same easy to install adaptors from the SmartControl System
- Optional Service Stops (12 400 000) can be added to adaptors

## Handle Improvement

- ADA Compliant Levers

## Configurations

- Available in both Shower & Tub/Shower configurations

## Finishes

- Available in both Chrome & Brushed Nickel

## Grohe TurboStat

- Always the right temperature, for utmost convenience and safety

## Finishes

- StarLight Chrome & Brushed Nickel

## List Prices

	<u>000</u>	<u>ENO</u>
Shower System Only (26 419)	\$ 695	\$ 905
Tub/Shower System (26 490)	\$ 905	\$1,175



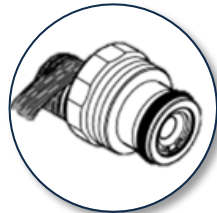
GROHE StarLight®



GROHE TurboStat®

**CALGreen**

# TEMPESTA SHOWER SYSTEM



Easy to Install  
Adaptors



ADA Compliant  
Handle

## Design Intent

- Clean, design that works with a standard showerhead at an affordable price
- Provide an alternative to concealed PBV shower combos

## Grohe TurboStat

- Always the right temperature, for utmost convenience and safety

## Grohe AquaDimmer function

- Adjustable volume control through diverter

## Simple Installation

- Uses same easy to install adaptors from the SmartControl System
- Optional Service Stops (12 400 000) can be added to adaptors

## Finishes

- StarLight Chrome

## List Prices

Shower System Only (26 421 000)\$ 495



GROHE  
StarLight®



GROHE  
TurboStat®

CALGreen

# SHOWER SYSTEM ACCESSORIES



## Euphoria & Tempesta Shower System Accessories

---



**Euphoria/Tempesta  
Optional Longer Rail 46"  
(1166mm)**  
48 053 000

*Not for use with Tub/Shower  
System*



**Euphoria/Tempesta  
Optional Shorter Rail 34" (866mm)**  
48 054 000

*Not for use with Tub/Shower  
System*



**Euphoria/Tempesta  
EasyReach Tray**  
26 362 LNO



**Euphoria  
Spacer Disc 8mm**  
27 180 000

*Works only with  
Euphoria Shower  
Systems*

## Euphoria Cube Shower System Accessories

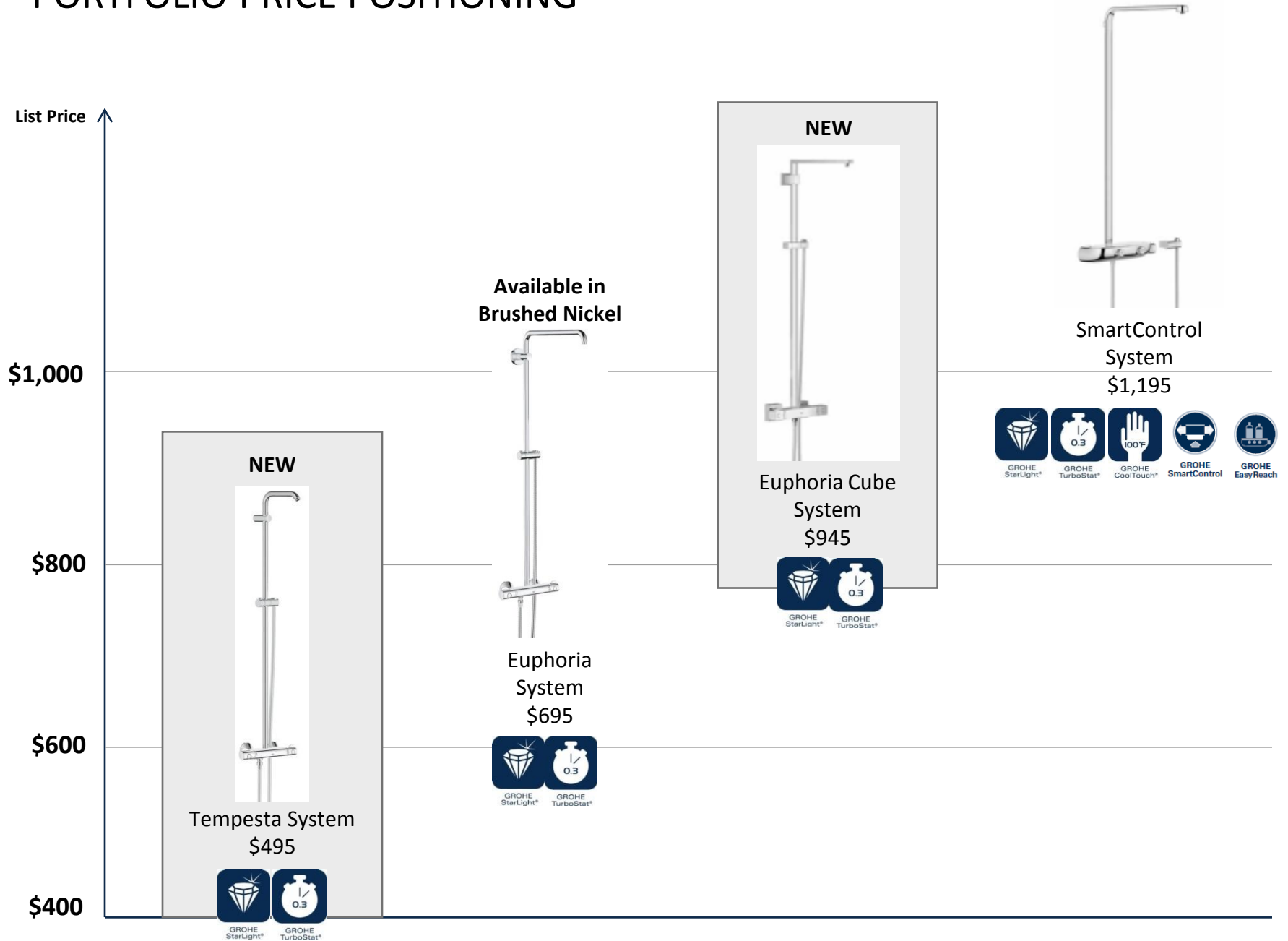
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**Euphoria Cube  
Spacer Disc 8mm**

27 933 000

# PORTFOLIO PRICE POSITIONING



# RECOMMENDED SHOWERHEADS AND HAND SHOWERS

FOR EUPHORIA & TEMPESTA THERMOSTATIC SHOWER SYSTEMS

## EUPHORIA CUBE



2.5 gpm



**Rainshower Allure 230**  
2.5 gpm  
27 480 000



**Euphoria Cube 150**  
2.5 gpm  
27 705 000



**Euphoria Cube+ Stick**  
2.5 gpm  
27 888 000



**Power & Soul Cosmo**  
2.5 gpm  
27 664 000/ENO

**NEW**

**NEW**

**NEW**



CALGreen CEC



**Rainshower Allure 230**  
1.8 gpm  
26 469 000



**Euphoria Cube 150**  
1.8 gpm  
26 468 000



**Euphoria Cube+ Stick**  
1.8 gpm  
26 467 000



**New Tempesta Cosmo 100**  
2.0 gpm  
26 046 001/EN1

## EUPHORIA



2.5 gpm



**Rainshower Cosmo 310**  
2.5gpm  
27 478 000



**Rainshower Cosmo 210**  
2.5gpm  
28 373 000/ENO



**Euphoria Cosmo 180**  
2.5 gpm  
27 492 000/ENO



**Euphoria Cosmo Stick**  
2.5 gpm  
27 400 000/ENO



**Euphoria 110 Massage**  
2.5 gpm  
27 239 000/ENO

**NEW**

**NEW**



CALGreen CEC



**Rainshower Cosmo 310**  
1.8gpm  
26 472 000



**Rainshower Cosmo 210**  
2.0 gpm  
27 814 000/ENO



**Euphoria Cosmo 180**  
2.0 gpm  
27 808 000/ENO



**Euphoria Cosmo Stick**  
1.8 gpm  
26 466 000/ENO



**Euphoria 110 Mono**  
1.5 gpm  
27 265 00E

## TEMPESTA



2.5 gpm



**New Tempesta Cosmo 100**  
2.5 gpm  
26 051 000



**New Tempesta 100**  
2.5 gpm  
27 606 000



**New Tempesta Cosmo 100**  
2.5 gpm  
27 575 001



**New Tempesta 100**  
2.5 gpm  
28 421 001



CALGreen CEC



**New Tempesta Cosmo 100**  
2.0 gpm  
26 366 000



**New Tempesta 100**  
1.5 gpm  
26 050 000



**New Tempesta Cosmo 100**  
1.5 gpm  
27 571 10E

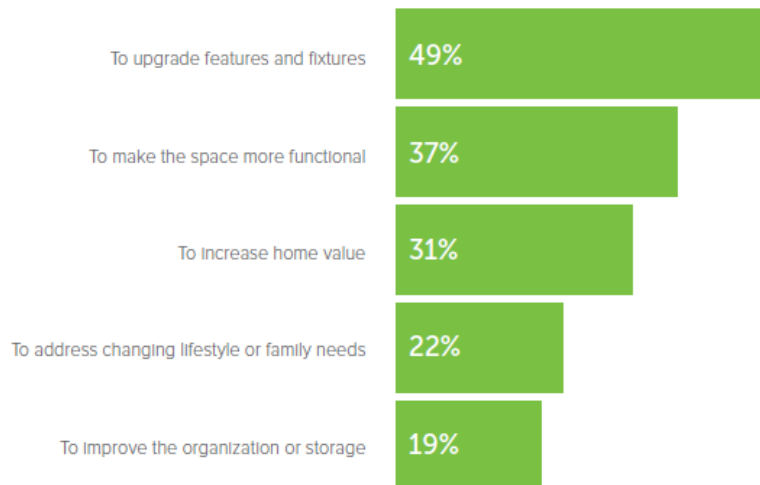


**New Tempesta 100**  
1.5 gpm  
27 597 00E

# GROHE RETRO-FIT™ STATISTICS

- 49% of homeowners are renovating to upgrade features & fixtures.
- GROHE Retro-Fit™ Shower System upgrades a standard shower into a complete shower system quickly & easily, without removing the valve/trim or breaking the wall.

## WHY ARE HOMEOWNERS RENOVATING?



\*Study by Houzz.com



# GROHE RETRO-FIT™

## COST SAVING OVER A FULL RENOVATION



	Full Renovation	Retro-Fit™ (Replacement)
Tiles	\$150	N/A
Tile Work	\$600 (4 hours)	N/A
New Plumbing Fixture	\$250	\$750
Plumbing Work	\$600 (4hours)	\$150 (1 hour)
<b>TOTAL</b>	<b>\$1,600</b>	<b>\$900</b>



**BEFORE**

**AFTER**

### **Rainshower**

GROHE Retro-Fit™ Shower System is compatible with over 20 Rainshower™ shower head options.

### **Handshower**

Ideal for showering without wetting hair, bathing a small child or washing a household pet.

### **Sliding Bar**

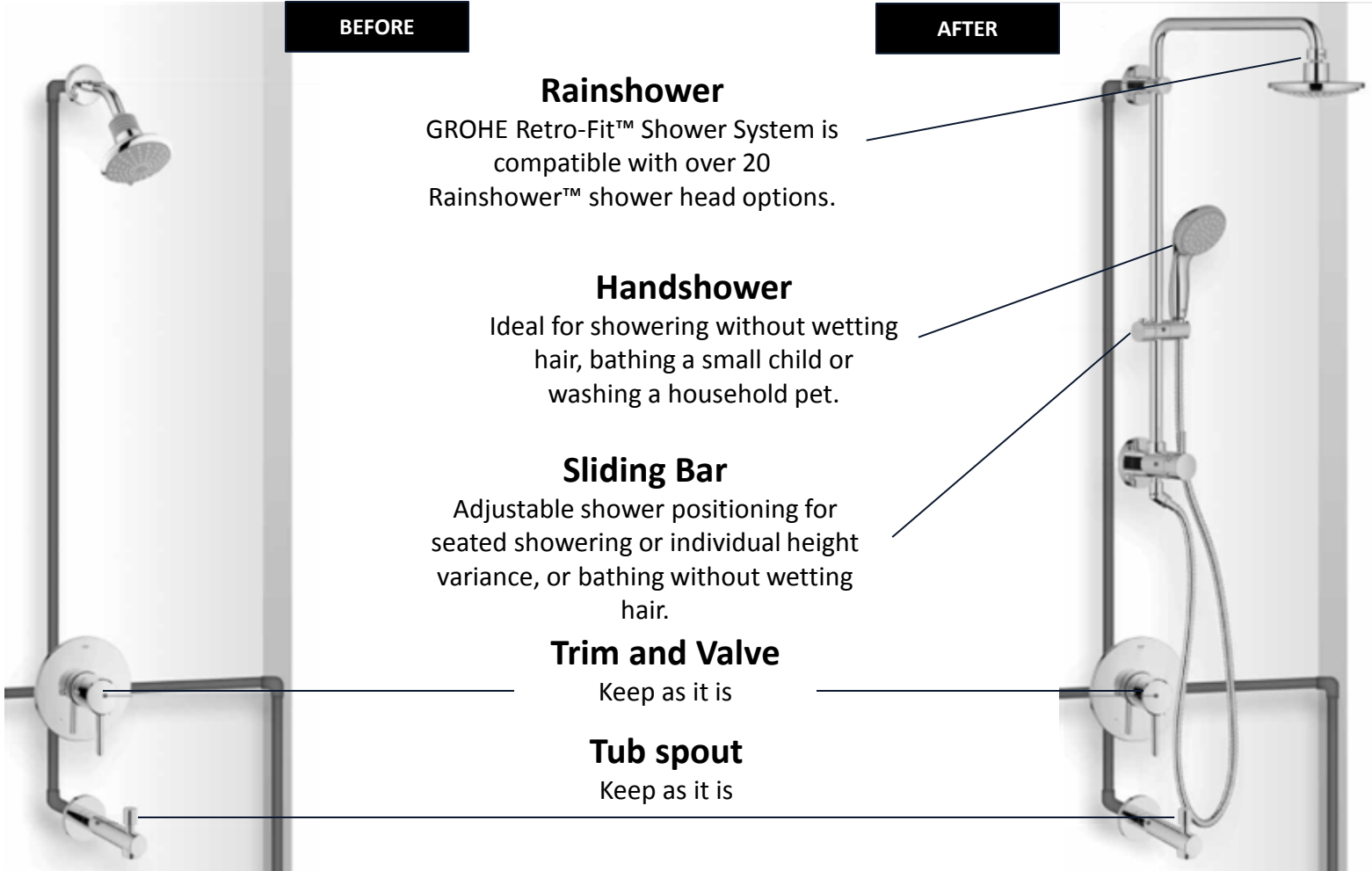
Adjustable shower positioning for seated showering or individual height variance, or bathing without wetting hair.

### **Trim and Valve**

Keep as it is

### **Tub spout**

Keep as it is



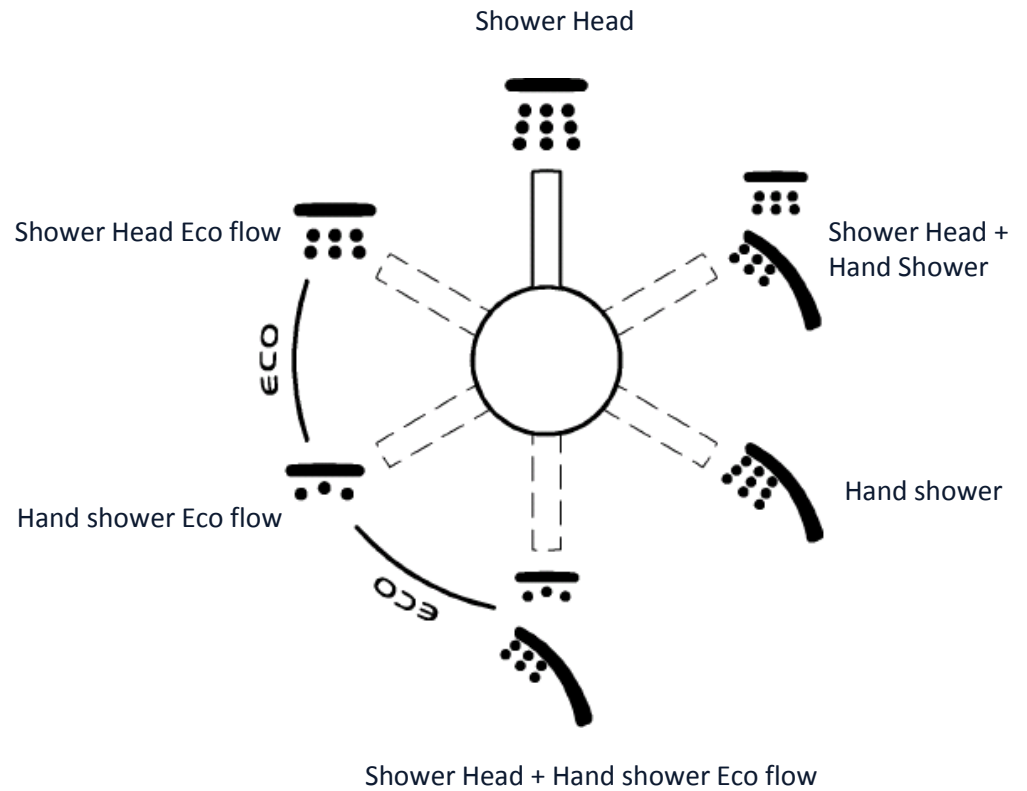
# GROHE RETRO-FIT™ FEATURES & BENEFITS – 6 POSITION DIVERTER



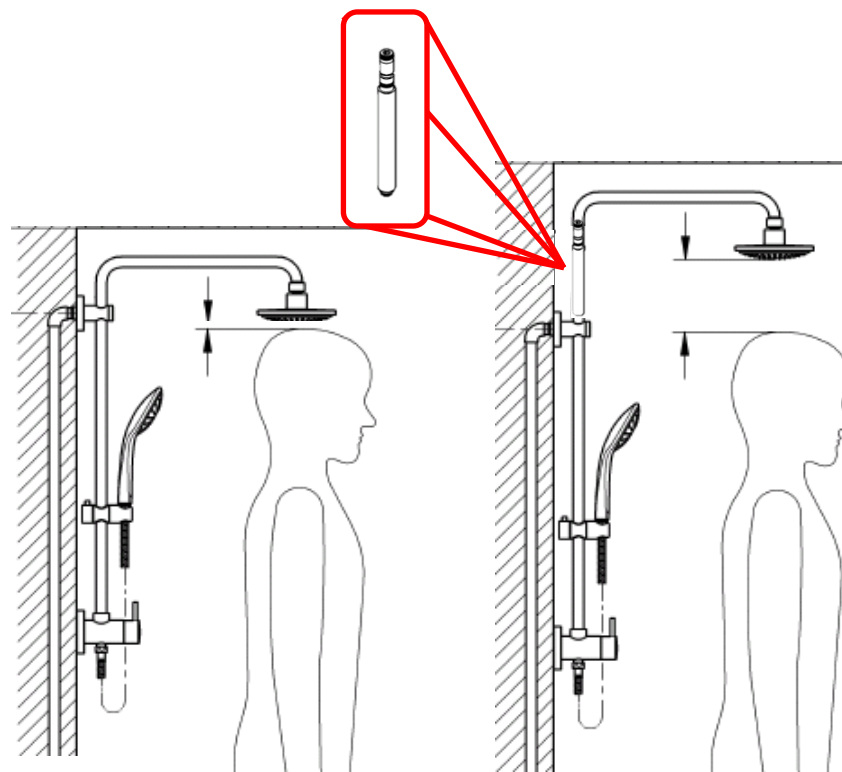
## DIVERTER



## ADJUSTMENT OPTIONS & DIVERTER POSITIONS



- Optional 6" extension is available to raise the height of the shower head.
- Ideal for situations where the shower outlet is positioned too low or user is too tall for the existing shower height.



# RETRO-FIT SHOWER SYSTEM (BARE)



Rainshower Arm

Fixed Shower Arm

18"



26 486 000/ENO



26 488 000/ENO

25"



26 485 000/ENO



26 487 000/ENO

## Easy Upgrade for the Shower

- No need to break tile
- Works with existing plumbing behind the wall
- Allows for up to 2 shower outlets

## Six-Position Diverter

- Select normal or ECO water flow through the showerhead, hand shower or both
- Optional 1.8gpm flow restrictor for California and other "Green" states

## Supply Elbow Connection

- Angles the hose around existing valve for ease of use

## Multifunction Shower Column

- 24" slide bar with adjustable hand shower holder

## Available Finishes

- StarLight Chrome & Brushed Nickel








































## List Prices

<u>Rain Shower Arm</u>	<u>000</u>	<u>ENO</u>
18" Shower System (26 486)	\$ 510	\$ 665
25" Shower System (26 485)	\$ 560	\$ 729

<u>Standard Shower Arm</u>		
18" Shower System (26 488)	\$ 460	\$ 595
25" Shower System (26 487)	\$ 510	\$ 665



# RECOMMENDED SHOWERHEADS AND HAND SHOWERS FOR RETRO-FIT SHOWER SYSTEMS

	SQUARE		MODERN			CONTEMPORARY			AUTHENTIC	
<b>RAIN</b>										
<b>2.5 gpm</b>	 <b>Rainshower Allure 230</b> 2.5 gpm 27 480 000	 <b>Euphoria Cube 150</b> 2.5 gpm 27 705 000	 <b>Rain Cosmo 210</b> 2.5gpm 28 373 000/ENO	 <b>Euph Cosmo 180</b> 2.5 gpm 27 492 000/ENO	 <b>Euph Cosmo 160</b> 2.5 gpm 28 233 000	 <b>P &amp; S 190</b> 2.5 gpm 27 767 000	 <b>Rain Rustic 210</b> 2.5 gpm 28 375 000/ENO			
 <b>NEW</b>	 <b>Rainshower Allure 230</b> 1.8 gpm 26 469 000	 <b>Euphoria Cube 150</b> 1.8 gpm 26 468 000	 <b>Rain Cosmo 210</b> 2.0 gpm 27 814 000/ENO	 <b>Euph Cosmo 180</b> 2.0 gpm 27 808 000	 <b>Euph Cosmo 160</b> 2.0 gpm 27 807 000/ENO					
							 <b>Rain Rustic 210</b> 1.8 gpm 26 474 000/ENO			
<b>FIXED</b>										
<b>2.5 gpm</b>			 <b>P &amp; S Cosmo 190</b> 2.5 gpm 27 765 000/ENO	 <b>Temp Cosmo 100</b> 2.5 gpm 26 051 000				 <b>Tempesta 100</b> 2.5 gpm 27 606 000/ENO	 <b>Euph Rustic 130</b> 2.5 gpm 28 737 000	
 <b>NEW</b>										
						 <b>Temp Cosmo 100</b> 2.0 gpm 26 366 000				 <b>Euph Rustic 130</b> 2.0 gpm 27 811 000/ENO
<b>HAND SHOWERS</b>										
<b>2.5 gpm</b>	 <b>Euphoria Cube+ Stick</b> 2.5 gpm 27 888 000		 <b>P &amp; S Cosmo 130</b> 2.5 gpm 27 664 000/ENO	 <b>Euph Cosmo Stick</b> 2.5 gpm 27 400 000/ENO	 <b>Temp Cosmo 100</b> 2.5 gpm 27 575 001/EN1	 <b>P &amp; S 190</b> 2.5 gpm 27 673 000	 <b>Tempesta 100</b> 2.5 gpm 28 421 001/EN1	 <b>Euphoria 110</b> 2.5 gpm 27 239 000/ENO	 <b>Temp Rustic 100</b> 2.5 gpm 27 608 000/ENO	
 <b>NEW</b>	 <b>Euphoria Cube+ Stick</b> 1.8 gpm 26 467 000									
						 <b>Euph Cosmo Stick</b> 1.8 gpm 26 466 000/ENO	 <b>Temp Cosmo 100</b> 2.0 gpm 26 046 001/EN1	 <b>Tempesta 100</b> 2.0 gpm 26 047 000/ENO	 <b>Euphoria 110</b> 1.5 gpm 27 265 00E	 <b>Temp Rustic 100</b> 2.0 gpm 26 048 000/ENO

# SHOWER SYSTEM ADDITIONS SUMMARY



Product Number	Description	Finish	List Price
<b><i>EUPHORIA CUBE SHOWER SYSTEM (BARE)</i></b>			
26420000	EUPHORIA CUBE SHOWER SYSTEM (BARE)	STARLIGHT CHROME	\$ 945
<b><i>EUPHORIA SHOWER SYSTEMS (BARE)</i></b>			
26419000	EUPHORIA SHOWER SYSTEM (BARE)	STARLIGHT CHROME	\$ 695
26419EN0	EUPHORIA SHOWER SYSTEM (BARE)	BRUSHED NICKEL	\$ 905
26490000	EUPHORIA TUB/SHOWER SYSTEM (BARE)	STARLIGHT CHROME	\$ 905
26490EN0	EUPHORIA TUB/SHOWER SYSTEM (BARE)	BRUSHED NICKEL	\$ 1,175
<b><i>TEMPESTA SHOWER SYSTEM (BARE)</i></b>			
26 421 000	TEMPESTA SHOWER SYSTEM (BARE)	STARLIGHT CHROME	\$ 495
<b><i>EUPHORIA/TEMPESTA SHOWER SYSTEM ACCESSORIES</i></b>			
48053000	EUPHORIA/TEMPESTA LONGER RAIL 46" (1166MM)	STARLIGHT CHROME	\$ 148
48054000	EUPHORIA/TEMPESTA SHORTER RAIL 34" (866MM)	STARLIGHT CHROME	\$ 119
26362LN0	EASYREACH TRAY	WHITE	\$ 31
27180000	EUPHORIA SPACER DISC (8MM)	STARLIGHT CHROME	\$ 88
18700000	EUPHORIA CUBE SPACER DISC (8MM)	STARLIGHT CHROME	\$ 62
<b><i>RETRO-FIT SHOWER SYSTEMS (BARE)</i></b>			
26486000	18" RETRO-FIT WITH RAINSHOWER SHOWER ARM	STARLIGHT CHROME	\$ 510
26486EN0	18" RETRO-FIT WITH RAINSHOWER SHOWER ARM	BRUSHED NICKEL	\$ 665
26485000	25" RETRO-FIT WITH RAINSHOWER SHOWER ARM	STARLIGHT CHROME	\$ 560
26485EN0	25" RETRO-FIT WITH RAINSHOWER SHOWER ARM	BRUSHED NICKEL	\$ 729
26488000	18" RETRO-FIT WITH STANDARD SHOWER ARM	STARLIGHT CHROME	\$ 460
26488EN0	18" RETRO-FIT WITH STANDARD SHOWER ARM	BRUSHED NICKEL	\$ 595
26487000	25" RETRO-FIT WITH STANDARD SHOWER ARM	STARLIGHT CHROME	\$ 510
26487EN0	25" RETRO-FIT WITH STANDARD SHOWER ARM	BRUSHED NICKEL	\$ 665

# MARKETING & SALES TOOLS



## BROCHURE

- Overview of all new shower systems and recommended shower heads & hand showers
- Available to order from CRC



## ENJOY(more) REWARDS

- The Shower Systems listed below are eligible to earn points.
- For each \$ of List Price members will earn 1 point.

### Double Points

**July 1, 2017 – June 30, 2018**

Part #	Description	List Price
26486000	18" RETRO-FIT WITH RAINSHOWER SHOWER ARM	\$ 510.00
26486EN0	18" RETRO-FIT WITH RAINSHOWER SHOWER ARM	\$ 665.00
26485000	25" RETRO-FIT WITH RAINSHOWER SHOWER ARM	\$ 560.00
26485EN0	25" RETRO-FIT WITH RAINSHOWER SHOWER ARM	\$ 729.00
26488000	18" RETRO-FIT WITH STANDARD SHOWER ARM	\$ 460.00
26488EN0	18" RETRO-FIT WITH STANDARD SHOWER ARM	\$ 595.00
26487000	25" RETRO-FIT WITH STANDARD SHOWER ARM	\$ 510.00
26487EN0	25" RETRO-FIT WITH STANDARD SHOWER ARM	\$ 665.00
26419000	EUPHORIA SHOWER SYSTEM (BARE)	\$ 695.00
26419EN0	EUPHORIA SHOWER SYSTEM (BARE)	\$ 905.00
26490000	EUPHORIA TUB/SHOWER SYSTEM (BARE)	\$ 905.00
26490EN0	EUPHORIA TUB/SHOWER SYSTEM (BARE)	\$ 1,175.00
26420000	EUPHORIA CUBE SHOWER SYSTEM (BARE)	\$ 945.00

## ADDITIONAL LAUNCH ASSETS

- CVR file (found on CRC)
- Images (silo and beauty – GROHE Image Library)
- Price Pages (2017 price book – CRC)
- Available in ATS for project proposals
- Spec Sheets (GROHE website)
- Installation Guides (GROHE website)

# GROHE RETRO-FIT™

INSTALLATION VIDEO – [WWW.YOUTUBE.COM/GROHEAMERICA](http://WWW.YOUTUBE.COM/GROHEAMERICA)

