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GROHE Unveils Blue Collection New Home Faucets Feature Clean, Refreshing Filtered Still and Sparkling Water

GROHE announced the introduction of its new Blue faucets, providing homeowners with the opportunity to draw fresh, pure still or sparkling water directly from their home faucets.

Easy to operate and re-fill, the Blue Collection helps to eliminate the waste and expense of plastic bottles, while also providing a first-of-its-kind affordable sparkling water option for homeowners.

Why I Like Selling GROHE: Showroom Profile – David Dulin

David Dulin likes to play the hero. Not because he has an especially big ego, but because it makes perfect business sense for his two Northern California showroom operations — especially in today's nervous, still-struggling economy.

Homeowners, plumbing contractors and home builders who enter his high-end bath and kitchen showrooms in San Jose and Los Gatos need product, of course; but even more so, they need help. Just a few years ago, the help they sought involved sourcing whatever product they craved as quickly as possible — damn the cost. If you have it, I'll take it, no questions asked. Just don't offer it to my neighbors! I want to be the only one on my block with whatever you're selling.

That attitude and that buyer are long gone. In their place stands a much more tentative shopper, clutching her budget like a busted umbrella in a heavy downpour. With this current reality, you might expect Dulin to be pining for the good old days "when high-end products were flying out our door," as he describes it. But he and his eight-person sales staff happily welcome our current, value-oriented era as a superb opportunity to showcase their consultative skills.



"Our job, the way we see it, is to educate our clients on why a given product is different from others and therefore why it could work well in their particular homes," he explains.

"If you, the showroom consultant, are able to help consumers fit various products into their new bath or kitchen projects in a highly attractive way and still meet their inevitably tight budgets, you're their hero."

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Shower with Luxury – the **NEW** Relexa Deluxe shower head

For consumers looking to add a touch of luxury to their shower area, point them in the direction of our **NEW** [Relexa Deluxe](#) multiple-spray head shower. The new design unites smart Cosmopolitan styling with a choice of four spray patterns including the extra-rich Champagne Deluxe spray.

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