

GROHE BLUE HOME THE ONLY DRINK YOU NEED

THE INTERNATIONAL POPULARITY OF TAP WATER AS DRINKING WATER IS QUITE HIGH – 72% OF PEOPLE DRINK IT STRAIGHT FROM THE TAP¹.

¹ GROHE x YouGov (2024)

YET 28% OF THE RESPONDENTS DON'T CHOOSE TAP WATER – BUT WHY?



REASON I
**45% DON'T LIKE
THE TASTE¹**



REASON II
**49% ARE CONCERNED
ABOUT CONTAMINANTS
SUCH AS METALS OR
MICROPLASTICS¹**



REASON III
**20% PREFER
SPARKLING WATER¹**

OUR SOLUTION: REFRESHING TASTE WITH GROHE BLUE HOME – FILTERED & CARBONATED

PURE TASTE



GROHE Blue filters supplied by our partner BWT are *Cradle to Cradle Certified*® at the Bronze level. They are a true source of raw materials: 99% of the used materials can be recycled. The filters use a 5-step filtration process to remove unwanted particles from tap water, while leaving behind all the important minerals for **pure taste** – even enhancing the aroma of tea and coffee. Intended for regions with poor water quality, the dedicated Ultrasafe filter version also removes microplastic and bacteria.



TWO SPARKLING OPTIONS



When family members prefer different carbonation levels, you usually need lots and lots of bottles. GROHE Blue Home delivers two **carbonation levels** straight from one faucet: medium or sparkling – no bottles needed. In addition, the water system provides still water and the convenience of a standard kitchen faucet with cold and hot water hygienically separated thanks to two inner waterways.

AS COLD AS YOU LIKE



With the **innovative cooling system**, users can adjust the water temperature between 5° and 10° C to suit their personal preferences.



COMPARISON TEST SHOWS: GROHE BLUE HOME CONVINCES IN TASTE²

Consumers describe GROHE Blue Home water as:

refreshing (90 %) thirst-quenching (88 %)
invigorating/energizing (87 %)
pleasantly sparkling (80 %) not salty (80 %)
neutral (77 %) **fine and light (73 %)**
sparkling (70%) und **soft (63%)**

² Result of an external, scientific double-blind study with 60 participants in June 2025.

GROHE BLUE MAKES YOUR EVERYDAY LIFE MORE SUSTAINABLE – ONE GLASS AT A TIME

0 BOTTLES



...are needed because GROHE Blue Home delivers drinking water straight from your kitchen tap.

76% LESS CO₂-EMISSIONS



... per liter compared to the consumption of PET-bottled water.³

SAVE UP TO 7 LITERS OF WATER



...per liter of drinking water compared to the production process of PET-bottled water.⁴

WHEN NO APPLE AT HAND



The optional **Magnesium and Zinc** filter supplies pure taste and essential minerals. Two liters of GROHE Blue Home contain as much magnesium as four apples – up to 35 mg of magnesium per liter.

³ "Creation of a Product Carbon Footprint for GROHE faucet systems for drinking and hot water supply," Sebastian Schär, M. Sc., Prof. Dr. Jutta Geldermann, University of Duisburg-Essen (2021).

⁴ "The real water consumption behind drinking water: The case of Italy," Journal of Environmental Management 92 (2011)

To download high-resolution images please use the following [Link](#).

GROHE

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