

Pure Freude
an Wasser



GROHE DIVERTERS

September 2019 Launch

GROHE DIVERTERS AGENDA



- RANGE/PRICING OVERVIEW
- CODES AND STANDARDS

RANGE OVERVIEW



8 Total SKUs

SKU	Description	List Price
29203001	Essence 3-Way Diverter	\$ 149
29203EN1	Essence 3-Way Diverter	\$ 209
29215001	Lineare 3-Way Diverter	\$ 149
29215EN1	Lineare 3-Way Diverter	\$ 209
29216001	Atrio 3-Way Diverter	\$ 179
29216EN1	Atrio 3-Way Diverter	\$ 249
29217001	Eurocube 3-Way Diverter	\$ 169
29218001	Eurocube 2-Way Diverter	\$ 159



SKU 29203

Essence 3W Diverter
Chrome / EN



SKU 29215

Lineare 3W Diverter
Chrome / EN



SKU 29216

Atrio 3W Diverter
Chrome / EN



SKU 29218/29217

Eurocube 2/3W Diverter
Chrome

CEC DIVERTER PORTFOLIO



NEW 2-Way



NEW 3-Way



Conce tto



Conce tto



Eurocu be
2019



Plus
2019



Eurocu be
2019



Esse nce
2019



Plus
2019



Conce tto



Atrio
2019



Lineare
2019



Allure
2021

DIVERTER PORTFOLIO CEC COMPLIANT



Family	2-Way	CEC Compliant
Concetto	Y	Y
Eurocube	Y	Y
Eurosmart	Y	N
Eurosmart Cosmo	Y	N
Eurostyle	Y	N
Kensington	Y	N
Plus	Y	Y
Seabury	Y	N

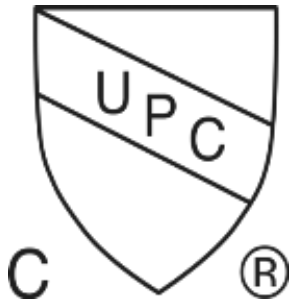
Family	3-Way	CEC Compliant
Atrio	Y	Y
Allure	Y	N
Allure Brilliant	Y	N
Concetto	Y	Y
Essence	Y	Y
Eurocube	Y	Y
Eurosmart	Y	N
Eurosmart Cosmo	Y	N
Eurostyle	Y	N
Grandera	Y	N
Lineare	Y	Y
Plus	Y	Y

GROHE DIVERTERS CODES AND STANDARDS



cUPC (IAPMO)

Product testing is anticipated to be listed by Sept 1st, 2019



MASS

Product will be Mass listed Nov 1st, 2019



NSF 61 / 372

Product testing is anticipated to be listed by Sept 1st, 2019



WaterSense

Product is **NOT** applicable with WaterSense standards.

CALGreen

Describes the building code in California but is not a certification .

CEC

Product is CEC compliant and can be sold in California



KEY PRODUCT MESSAGES



	Key Messages	Detail
Design	<ul style="list-style-type: none">• Products coordinate with family collections	<ul style="list-style-type: none">• Each diverter coordinates with its respective family offering consumers the opportunity to match their shower trim with the rest of the bathroom
Product Availability	<ul style="list-style-type: none">• Product is now open to order	Product will be Available in August 2019
Codes and Standards	<ul style="list-style-type: none">• Products expected to complete testing by Sept 1st	<ul style="list-style-type: none">• IAMPO approval for September 1, 2019• CEC compliant





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