

GROHE BLUE®

Imagine drinking water fresh from a mountain spring – life-affirming, thirst-quenching, and absolutely pure. Now imagine the same health-giving, untainted water flowing directly from your own kitchen faucet.

The GROHE Blue® water system makes this a reality in your own home. It transforms ordinary tap water and filters it, leaving a taste as fresh and pure as nature intended.

Whatever your idea of perfect water refreshment – filtered, chilled, sparkling or all three – GROHE Blue® brings it to you straight from the faucet.

FIND OUT THE WAYS IN WHICH GROHE BLUE® BRINGS BENEFITS TO YOUR HOME:

TASTE

GROHE's filters remove impurities to give water a pure, fresh taste that even beats bottled water

HEALTH & WELLNESS

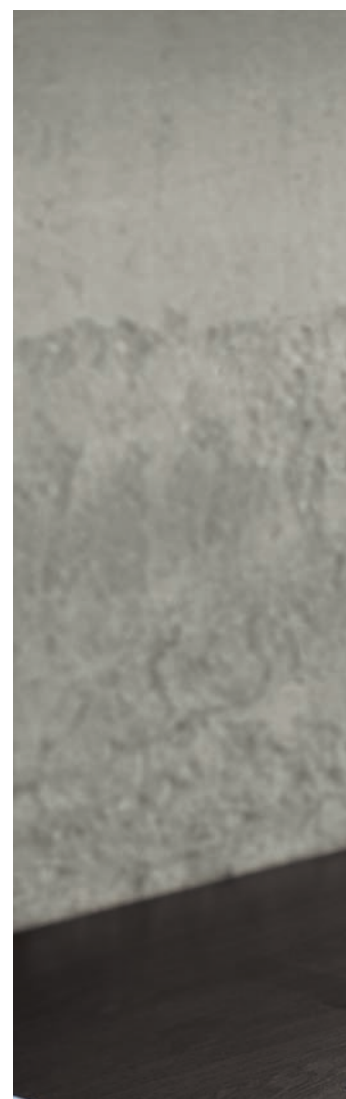
removing even small particles but leaving behind precious minerals, GROHE Blue® makes it easy to embrace the health-giving properties of water

CONVENIENCE

no more carrying heavy bottled water home

SUSTAINABILITY

kinder to the environment, with less waste on packaging and processing compared to bottled water





GROHE BLUE®

PURITY YOU CAN TASTE

It all comes down to taste. A representative survey which asked consumers to taste GROHE Blue® water alongside three leading still mineral waters found that GROHE Blue® water tastes better! 73% of consumers assessed the taste of GROHE Blue® water as “fresh”, while only 63 % of those surveyed found the mineral waters to have a “fresh” taste.

GROHE Blue® water doesn't just taste great by itself: it also gives coffee and tea a much more refined and intensive taste.



SEPARATED INNER WATER WAYS FOR 100 % PURITY AND TASTE

To ensure that GROHE Blue® water does not come into contact with unfiltered water or with metal parts after filtering, the high-quality fitting features two separate waterways – one for the ordinary mains water and one for the purified GROHE Blue® drinking water. This prevents from becoming tainted, preserving the great filtered taste.



HEALTHIER LIVING FROM THE SOURCE

Water is the most precious and fascinating element on earth, the source of life itself, with proven benefits for our health, wellbeing and even appearance. The „Deutsche Gesellschaft für Ernährung“ (German Nutrition Society) recommends that we drink at least two litres of water each day.

Many of us opt to buy bottled water, either because it tastes better than tap or because we believe it is healthier than tap water. However scientific analysis has proved that, due to strict regulations and controls on our drinking water supplies, tap water is at least as good as bottled.

Another reason people spend a small fortune on bottled water is the preference for sparkling water. Now GROHE Blue® delivers all the benefits of bottled water, straight from the tap. It provides a great taste, plus the option of sparkling water too. This makes GROHE Blue® the ultimate solution, not just for good health but for great taste as well.

GROHE BLUE®

CONVENIENCE ON TAP

Think for a moment about the energy and hassle it takes to keep a supply of bottled water on hand at home. You have to buy it from the supermarket, then lug it from the car to your house. Once there you have to find space to store it out of sight. And when you've finished it you have to return or recycle the plastic bottles, before starting the whole process again.

By installing a GROHE Blue® system in your kitchen you can say goodbye to the hassle and inconvenience of bottled water with no compromises on taste or health. Just turn the tap and enjoy an unrivalled refreshment experience. What could be easier than that?





REDUCING WASTE, RESPECTING NATURE

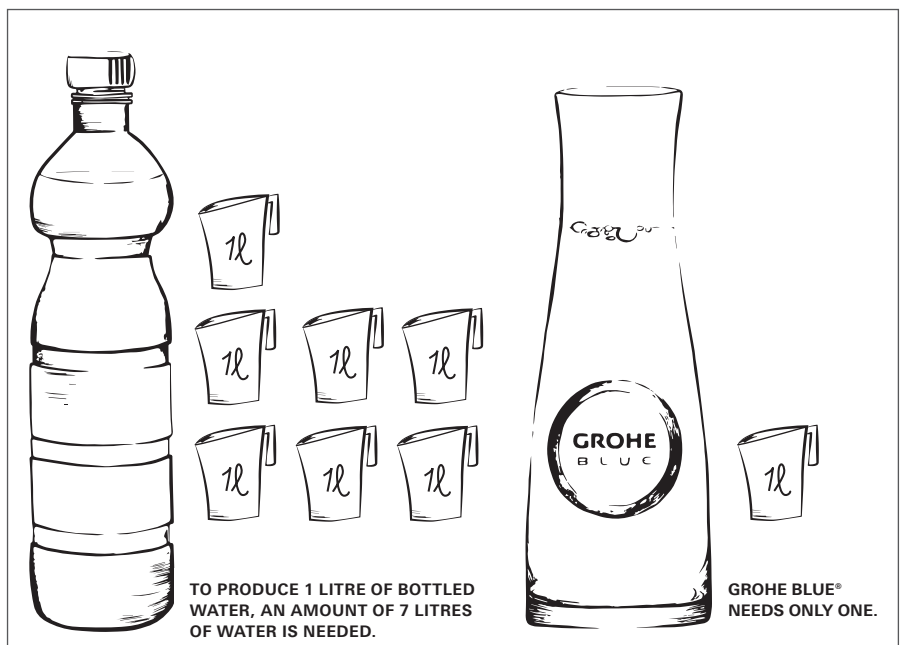
Water needn't cost the earth

It takes an astonishing 7 litres of water to produce a single litre of bottled mineral water. Not to mention the energy used, CO2 emissions created and the 1.5 million tons of plastic packaging used by the industry each year.

At GROHE we are always working to secure the future of water, our most precious natural resource. This is the driving force behind the development of such products as GROHE Blue®, which help people manage their water and energy consumption with ease.

Sustainable solutions

GROHE Blue® offers a smart alternative which cuts the waste involved in processing bottled water and reduces CO2 emissions by an impressive 83%, according to a study by the University of Goettingen. GROHE Blue® also just needs the 1 litre you drink instead of 7 litres for bottled water, reducing waste by 85%. This makes the GROHE Blue® water system a sustainable alternative to bottled water.



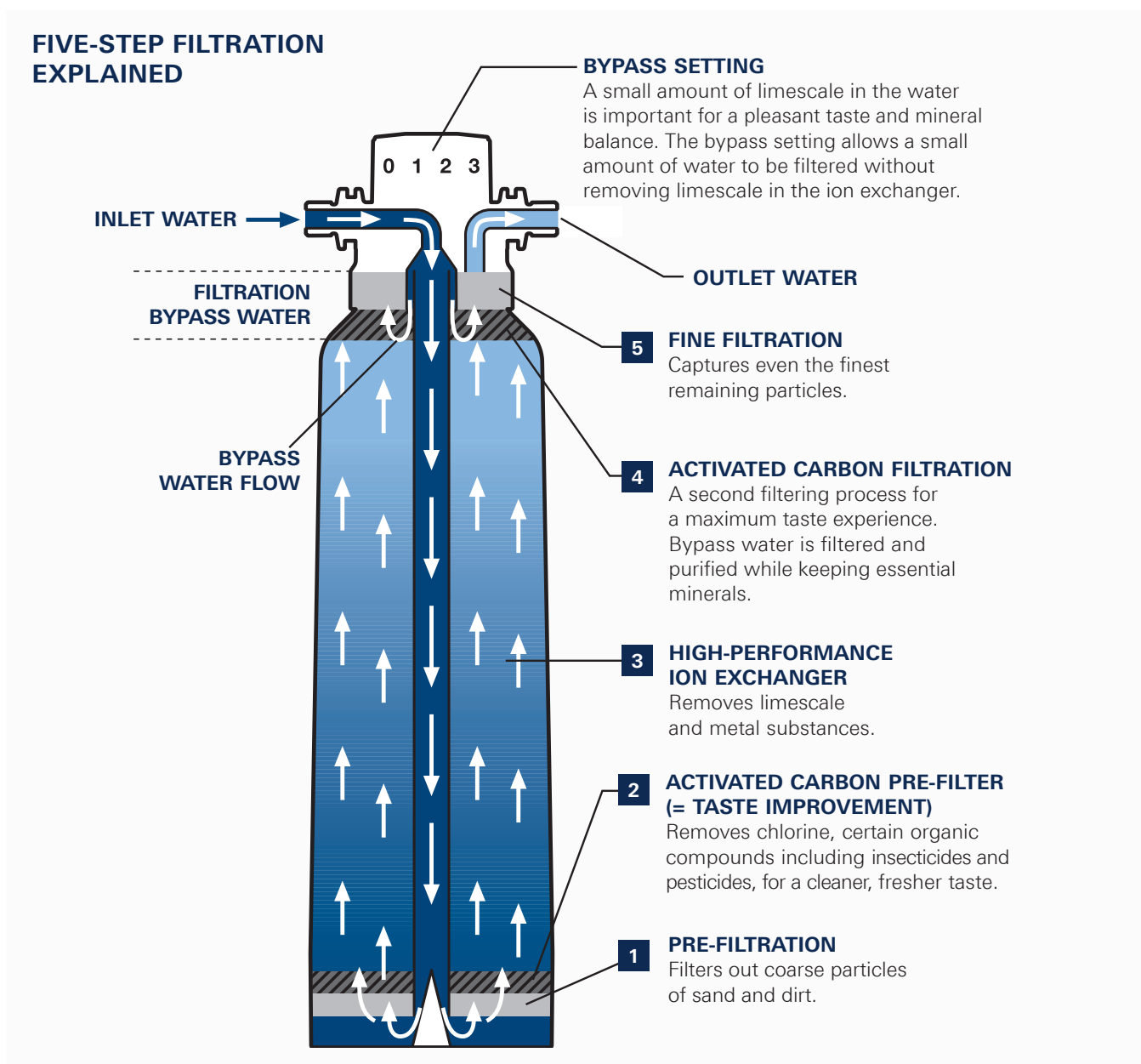
GROHE BLUE®

BWT FILTER TECHNOLOGY

Technology that lets you taste the difference

For our GROHE Blue® system we have worked with BWT, Europe's leading filtered water professionals, to ensure that our system produces an unparalleled refreshing drinking experience.

GROHE Blue® filters use a five-step filtration process to remove even the smallest particles from tap water, while leaving behind all the important minerals that benefit your health.





GROHE Blue® systems also offer you a choice of filter size as well as three filter type options, meaning you can get perfect drinking water whether you live in a hard or soft water area.

GROHE BLUE® FILTER – DRINKING WATER, REFINED



Our standard high performance S-Size filter comes with every GROHE Blue® starter set, and replacement filters are available in three sizes – S, M and L. Every GROHE Blue® filter cartridge uses a five-step technology to remove all substances from tap water that impair its taste. Carbon filtration removes chlorine while a high-performance ion exchanger reduces limescale and heavy metals, leaving you with untainted, odour-free drinking water with a pure, fresh taste.

GROHE BLUE® ACTIVATED CARBON FILTER – YOUR SOLUTION FOR SOFT WATER AREAS

Ideal for soft water areas, the activated carbon filter improves the taste by removing chlorine and pesticides but does not filter out carbonate hardness.

GROHE BLUE® MAGNESIUM⁺ FILTER – FOR GREAT TASTE AND HEALTH BENEFITS



Enjoy additional health benefits by choosing the Magnesium⁺ filter model. It uses our five-step filtration process and it also adds magnesium to the water. Something of a tea and coffee connoisseur? Then this is the option for you, with the added magnesium delivering the best-tasting tea and coffee possible.

GROHE BLUE® CHILLED & SPARKLING

Do you like your chilled drinking water still or sparkling? Somewhere in between? With GROHE Blue® the choice is all yours. First the water is filtered to remove impurities. Then it is chilled to create that mountain-fresh taste. And when you turn on the tap a simple twist of the handle lets you choose whether still, medium sparkling or sparkling water flows into your glass.

Fresh water tailored to your exact taste, flowing straight from the faucet – it's as easy as 1, 2, 3. While the right-hand lever on a GROHE Blue® faucet mixes hot and cold water as normal, a handle on the left serves the chilled and filtered water and controls how sparkling your drinking water is, from perfectly still to bursting with bubbles.

An LED indicator in the lever changes colour to let you see your chosen carbonation level at a glance – still, medium sparkling or sparkling – as well as telling you when the filter capacity has fallen below 10% and will soon need to be changed. The water temperature can also be set to your personal taste, individually regulated to between 6 °C and 10 °C.



Initiative LifeCare

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Category kitchen furniture and equipment

- ✓ product benefit
- ✓ design
- ✓ innovation
- ✓ ecology
- ✓ functionality

Consumers' Choice



STILL WATER



MEDIUM SPARKLING WATER



SPARKLING WATER

GROHE BLUE® CHILLED & SPARKLING

As well as letting you select your ideal taste in drinking water, GROHE Blue® technology comes in a variety of design styles and options, making it a perfect fit, whatever your style of kitchen. Select one of four desirable faucet styles – the classic GROHE Blue® with C- or U-shaped spout, the GROHE Blue® K7 or the GROHE Blue® Minta.



For those who don't wish to replace their current faucet there's GROHE Blue® Mono. With a single pillar tap which sits alongside your existing faucet, you can add chilled and sparkling water. It's pure and simple.



31 323 001 / 31 323 DC1
 GROHE Blue® Chilled & Sparkling
 Starter Kit comprises: Single-lever mixer with filter function, water filter complete with filter head, cooler and carbonator box



31 324 001 / 31 324 DC1
 GROHE Blue® Chilled & Sparkling
 Starter Kit comprises: Single-lever mixer with filter function, water filter complete with filter head, cooler and carbonator box



31 346 001 / 31 346 DC1
 GROHE Blue® K7 Chilled & Sparkling
 Starter Kit comprises: Single-lever mixer with filter function, water filter complete with filter head, cooler and carbonator box



31 355 001 / 31 355 DC1
 GROHE Blue® K7 Chilled & Sparkling
 Starter Kit comprises: Single-lever mixer with side spray and filter function, water filter complete with filter head, cooler and carbonator box



31 347 002 / 31 347 DC2
 GROHE Blue® Minta new Chilled & Sparkling
 Starter Kit comprises: Single-lever mixer with filter function, water filter complete with filter head, cooler and carbonator box



31 302 001 / 31 302 DC1
 GROHE Blue® Mono Chilled & Sparkling
 Starter Kit comprises: Single-lever mixer with filter function, water filter complete with filter head, cooler and carbonator box

Colour options:

● 001/002 | StarLight Chrome | ● DC1/DC2 | SuperSteel



GROHE BLUE[®] PURE

Pure water enjoyment

For people who prefer still water only, GROHE Blue[®] Pure is the ultimate solution. Better tasting than tap water, better for the environment than bottled water, and much more convenient for you, GROHE Blue[®] Pure offers drinking water of ultimate purity.





GROHE BLUE® PURE

If pure, filtered, unchilled water is your preference then GROHE Blue® Pure is your solution. While the right-hand lever on GROHE Blue® Pure faucet mixes hot and cold water as normal, a handle on the left serves the filtered water. Simply select your faucet style from four options - a C- or U-shaped spout, the GROHE Blue® K7 with optional pull-out spray or the GROHE Blue® Minta, or add an elegant GROHE Blue® Mono pillar tap to sit alongside your existing faucet – the choice is all yours.





33 249 001 / 33 249 DC1

GROHE Blue® Pure

Starter Kit comprises: Single-lever mixer with filter function, and water filter complete with filter head



31 299 001 / 31 299 DC1

GROHE Blue® Pure

Starter Kit comprises: Single-lever mixer with filter function, and water filter complete with filter head



31 344 001 / 31 344 DC1

GROHE Blue® K7 Pure

Starter Kit comprises: Single-lever mixer with filter function, and water filter complete with filter head



31 354 001 / 31 354 DC1

GROHE Blue® K7 Pure

Starter Kit comprises: Single-lever mixer with side spray and filter function, glass carafe and water filter, complete with filter head



31 345 002 / 31 345 DC2

GROHE Blue® Minta new Pure

Starter Kit comprises: Single-lever mixer with filter function, and water filter complete with filter head



31 301 001 / 31 301 DC1

GROHE Blue® Mono Pure

Starter Kit comprises: Single-lever mixer with filter function, and water filter complete with filter head

Colour options:

● 001/002 | StarLight Chrome | ● DC1/DC2 | SuperSteel



GROHE
SilkMove®



GROHE
StarLight®



Enhanced
Water



Comfort
Height



Swivel
Stop



GROHE BLUE® ACCESSORIES

Make the most of having delicious chilled, filtered water on tap with our range of GROHE Blue® Accessories. From replacement filters for all GROHE Blue® faucets, to CO2 cartridges for GROHE Blue® chilled and sparkling, plus our own range of branded GROHE water glasses and carafe, you'll find all you need to enjoy your seamless supply of cool, fresh drinking water in your home.





40 404 001
GROHE Blue® S-Size Filter
40 430 001
GROHE Blue® M-Size Filter
40 412 001
GROHE Blue® L-Size Filter



40 547 001
GROHE Blue®
Activated Carbon filter



40 691 001
GROHE Blue® Magnesium+ filter
replacement filter for GROHE Blue®
for mineralization of the water
with magnesium and premium taste



40 434 001
GROHE Blue® cleaning cartridge
40 694 000
adapter for GROHE Blue® BWT Filterhead
only to be used in combination
with 40 434 001



40 422 000
GROHE Blue® CO2 bottle
425 g



40 423 000
GROHE Blue® CO2 bottle
2 kg



40 437 000
GROHE Blue® Glass 6 pieces



40 405 000
GROHE Blue® Glass carafe



40 435 001
Upgrading set for GROHE Blue® Pure



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