THE EVOLUTION OF DRINKING WATER

GROHE BLUE®
PK Learning Module

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CONCEPT

Filtered and fresh, cool, still, or sparkling water. It’s your choice with GROHE Blue® Water Systems. Instant access to great-tasting water from the convenience of your kitchen faucet whenever you want it – 24 hours a day, 7 days a week.
PRODUCT INSPIRATION

Water is the elixir of life. It is vital for health and wellbeing. The water that comes out the kitchen faucet is perfect for daily use e.g. for cooking. However, when it comes to drinking a glass of water, many people resort to bottled mineral water for better taste.
1. **Drinking Water Helps Maintain the Balance of Body Fluids.**
Your body is composed of about 60% water. The functions of these bodily fluids include digestion, absorption, circulation, creation of saliva, transportation of nutrients, and maintenance of body temperature.

2. **Water Can Help Control Calories.**
For years, dieters have been drinking lots of water as a weight loss strategy. While water doesn’t have any magical effect on weight loss, substituting it for higher calorie beverages can certainly help.

3. **Water Helps Energize Muscles.**
Cells that don’t maintain their balance of fluids and electrolytes shrivel, which can result in muscle fatigue. “When muscle cells don’t have adequate fluids, they don’t work as well and performance can suffer,” says Guest.

4. **Water Helps Keep Skin Looking Good.**
Your skin contains plenty of water, and functions as a protective barrier to prevent excess fluid loss. But don’t expect over-hydration to erase wrinkles or fine lines, says Atlanta dermatologist Kenneth Ellner, MD.

5. **Water Helps Your Kidneys.**
Body fluids transport waste products in and out of cells. The main toxin in the body is blood urea nitrogen, a water-soluble waste that is able to pass through the kidneys to be excreted in the urine, explains Guest. “Your kidneys do an amazing job of cleansing and ridding your body of toxins as long as your intake of fluids is adequate,” he says.

6. **Water Helps Maintain Normal Bowel Function.**
Adequate hydration keeps things flowing along your gastrointestinal tract and prevents constipation. When you don’t get enough fluid, the colon pulls water from stools to maintain hydration -- and the result is constipation.

**Source:** WebMD
http://www.webmd.com/diet/features/6-reasons-to-drink-water?page=2
# GROHE BLUE® WATER SYSTEM
## CHILLED & SPARKLING COLLECTION

### GROHE Blue® - Components

#### GROHE Blue® Chilled & Sparkling - Starter Kit

- Blue® Kitchen Faucet
  - Art. 31 251 001
  - Price: $3,995
- Blue® Kitchen Faucet
  - Art. 31 251 DC1
  - Price: $4,322

### Sold Separately

- 5 lb. CO₂ Tank – source locally
  - Est. Price: $100
- Cleaning Cartridge
  - Article #40434001
  - Price: 69.00

Additional filters and cleaning kit are available on: [blueshop.grohe.us](http://blueshop.grohe.us)
GROHE BLUE® WATER SYSTEM
PURE COLLECTION

GROHE Blue® 'Pure' - Components

Blue® Pure Kitchen Faucet
31 312 001: $925
31 312 DC1: $725

160 gallon Filter and Filter head
GROHE BLUE® WATER SYSTEM
CHILLED & SPARKLING FAUCET

**Twist handle for water option**
Two separate waterways in the spout.
No contact with other parts of the faucet.
Hot and cold water controlled with lever handle.

**Hot & Cold mixed water**
Hot and cold water controlled with lever handle.
GROHE BLUE® WATER SYSTEM

CHILLED & SPARKLING FAUCET: SETTINGS

Filtered Chilled Water

Medium Sparkling Water

Full Sparkling Water

Grohe America Inc. 2014 | BLUE® Water System – PK Learning Module
Different water options
Simply twist the handle for filtered and chilled still water

Hot & Cold mixed water
Hot and cold water controlled with lever handle.
ELECTRONIC CHANGE OUT

All current stock in the warehouse have been retrofitted with new electronics and fully tested. A problem was identified with the LED light and how the photo sensor communicated with the unit. New units have been corrected.

We had a recall rate of about 30% in the field, if you receive complaints about installed units it can be identified by the LED light in the following ways:

1. the water will not turn on or off.
2. the LED has no light.
FIELD CLAIMS AND RETURNS

If symptoms as described are identified in existing units – please contact customer service to arrange for an exchange of the faucet unit only. We will ship a new faucet and ask the customer to return the old one using the same box. We will also honor pre-approved labor charges.
What happens to the Blue Systems that already sold with the Britta filterhead?

- The New BWT Filters can be used with the old chiller units, simply by changing out the filterhead.
- The change to the new BWT filter system is in process and we will ship a coupon for a new filterhead and instructions with your next filter purchase (active for one year until the conversion is complete).
- YouTube videos will be available for easy conversion instructions to change out the old filterhead for the new BWT filterhead.
- All old filters shipped until 12/31/14 and will include coupon for free filter “new” filter head for next order.
NEW UNITS VS. OLD

1. new units will have a new filter head and filter style from BVT
2. new starter kits come without a BLUE Carafe
RUNNING CHANGE

Once inventory of the old models is depleted new model numbers will automatically be switched to the new model number.

<table>
<thead>
<tr>
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<th>OLD</th>
<th>NEW</th>
<th>Expected Date</th>
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<tbody>
<tr>
<td>Blue PURE</td>
<td>31 312 000</td>
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<td>Jan 2015</td>
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<td>31 312 DCO</td>
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<td>Blue C+S</td>
<td>31 251 DC0</td>
<td>31 251 DC1</td>
<td>August 2014</td>
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### GROHE BLUE® WATER SYSTEM

#### 5-STAGE FILTER

<table>
<thead>
<tr>
<th>Filter Type</th>
<th>Capacity</th>
<th>Article #</th>
<th>Online Price</th>
<th>Net Price</th>
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<tbody>
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<td>69.00</td>
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<td>Filter 3000 liter</td>
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<td>#4012001</td>
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<tr>
<td>Active Carbon Filter</td>
<td>800 Gallon</td>
<td>#40547001</td>
<td>69.00</td>
<td>55.00</td>
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<tr>
<td>Magnesium Enriching Filter</td>
<td>160 gallons</td>
<td>#4069101</td>
<td>79.00</td>
<td>55.00</td>
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</tbody>
</table>

Additional filters and cleaning kit are available on: blueshop.grohe.us
GROHE BLUE® MAGNESIUM + FILTER

DETAILS

Premium water taste with the new GROHE Blue Magnesium+ filter

When coffee or tea tastes flat or flavorless, the fault does not necessarily lie with the beans or variety of tea. The water or rather, an imbalance of the minerals in the water, can also be responsible for this. Magnesium is a valuable flavor carrier that also balances the acid-base level of the water. “Water in balance” is a major factor in achieving the best taste and sensory properties of end products like tea and coffee in the food service and vending sectors.

GROHE now offers the best solution for premium taste:

- 5-phase filter for recharge of the water with magnesium and reliable carbonate hardness reduction
- Magnesium is essential for a humans health. The top five health benefits of magnesium are:
  1. Magnesium may reverse osteoporosis
  2. Magnesium prevents cardiovascular diseases
  3. Magnesium regulates high blood pressure (Hypertension)
  4. Magnesium treats diabetes
  5. Magnesium treats migraines, insomnia, and depression
- Available as an accessory (40691001)

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Key Benefits vs. Old Filter

- No flushing required no more carbon particles
- Filter can be placed horizontal
1. Install the new filter bracket to the chiller or the wall.

2. Place the filter head into the bracket ensuring that the arrow is facing outward.

3. Using the arrow guide on the filter head, connect the water supply.

4. Remove the protective cap from the new filter and tighten counter-clockwise.
GROHE BLUE® WATER SYSTEM

Maintenance – Cleaning Kit

40434001+40694000
GROHE Blue® Cleaning Kit + Adapter

- 100% Natural No-chemicals
- Automatic cleaning process
- Cleaning recommended 2X / year or after extended periods of non-use.

Cleaning Cartridge
Article #40434001
Price 69.00

Kit Adapter
Article #40694000
Price 49.00

*Working on Including this in starter kit
WATER HARDNESS

Check your local hardness
New York has 5.5gpg BLUE works great here
Set your filter bypass to 3
Bypass any water softeners
GROHE BLUE® CHILLED & SPARKLING

CRITICAL INSTALLATION TIPS

Ventilation

Rear holes keep the chiller in position
Position hole over toe kick
Use the template
1. Assemble the pressure reducing valves and backflow preventers, apply PTFE Tape and/or Pipe Dope to all threads ensure water tight connections...be sure to follow flow of water indicator arrows on the pressure reducing valves and backflow preventer.

2. When connecting the black data cable from the mixer to the chiller unit align the white arrow to the bottom and carefully push into place...do not force or you could damage the connection pins. white arrow should be facing downward

3. Complete all connections install filter then open the water supply.

4. Plug in unit then open the gas.

5. For largest bubbles adjust the Bypass to the highest setting (#3).

6. YouTube Installation Video on GROHE Chanel
BLUE BLING

Carafe (40405000) – 65.00
6 Glasses (40437000) – 90.00
SIDE SPRAY

Watermark temporary solution.

WATERMARK

Pret-a-vive26 - Kitchen accessories

Model Number: MSA5.1

Description: CONTEMPORARY KITCHEN PULL OUT SPRAY WITH BUILT IN VALVE
BLUE BLING

Carafe (40405000) – 65.00
6 Glasses (40437000) – 90.00
CONVENIENCES

The small filter supplies 160 gallons of filtered water. This quantity corresponds to approx. **1200 bottles of water** – the annual requirement for a family of four. The large filter delivers 800 gallons which translates into 40 5-gallon jugs.
According to estimates by the WWF (World Wide Fund for Nature) the water industry consumes annually about **1.5 million tons of plastic**, the majority of which is not being recycled, and ends up in landfills. With the GROHE Blue® system, water and energy consumption can be managed without sacrificing comfort or convenience.
SPACE SAVING

GROHE Blue® water system frees up valuable floor space / square footage.
# GROHE BLUE® WATER SYSTEM

## KEY LEARNINGS

<table>
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<th>Facts &amp; Figures</th>
<th>Product Features</th>
<th>Price &amp; Availability</th>
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<tr>
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<td><strong>CO2</strong></td>
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<tr>
<td><strong>Water Softener</strong></td>
<td>Magnesium Filter for Health</td>
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- Of Americans are chronically dehydrated.
- Around 20” space for Chiller + Filter + CO2 bottle
- CO2 cartridge needs to be sourced locally and last around 6 month in a typical office environment
- Water Hardness should be tested and any water softener should be Bypassed.
- Over 4 Gallons of water are needed to produce a 1 Gallon plastic container

**Facts & Figures**

- **75%**: Of Americans are chronically dehydrated.

**Product Features**

- **Faucet has two waterways**
- **LED is signal for solenoid valve in chiller**
- **5-Stage Filter is sold from blueshop.grohe.com**
- **Magnesium Filter for Health**

**Price & Availability**

- **31 251 001 $3,995**
- **31 251 DC1 $4,322**

- **Available January 2014**
Pure Freunde an Wasser