



International product communication: GROHE automates target group-specific texts with Retresco AI

Düsseldorf/Berlin, September 23, 2025 – The internationally leading brand for holistic bathroom solutions and kitchen fittings, [GROHE](#), is accelerating its product communication by approximately 50% with the AI solution for scalable text automation, textengine.io from [Retresco](#). The goal is the efficient and brand-compliant creation of high-quality product texts – tailored to different target groups and languages.

GROHE faced the challenge of addressing various target groups such as end customers, installers, and designers in the appropriate tone: emotional and accessible, technically precise, and stylistically sophisticated. The previous solution quickly reached its limits here. After testing various providers, GROHE chose Retresco's [textengine.io](#).

Individual text models for each product line

With Retresco AI, GROHE relies on a solution that impresses with its ease of use, comprehensive support, and flexible text modeling. Individual text models were developed for each product line (Allure, Atrio, Essence Crafted Lever, etc.) to reflect features and brand tonality. Regardless of product type, the AI solution enables consistent product communication across all variants. Currently, textengine.io is used for English and German – additional languages can be added at any time.

High content quality through expert-in-the-loop

The text automation follows the “expert-in-the-loop” principle: Experienced copywriters create initial master texts, which are then automatically varied and scaled in high linguistic quality by the Retresco solution. Thanks to intelligent logic, changes in product data such as new features, variants, colors, or names can be immediately reflected in all relevant texts. Manual errors due to copy-paste are eliminated, and text quality remains consistently high.

Efficiency, consistency, and internationalisation for the highest standards

Since the launch of the AI solution, GROHE has achieved measurable success:

1. Time savings of approximately 50% in text creation: Instead of several months, content creation for a product line now takes only a few weeks.
2. Fewer errors, more control: Automated processes prevent manual mistakes, detect data gaps, and ensure consistent wording – even when last-minute changes occur.
3. Higher text quality in translations: GROHE's internal evaluations consistently rated the English texts automatically generated from German higher than conventional translations.

Pressekontakt

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Christian Dannhäuser, Leader, Content Production, Lixil EMENA, comments: “With Retresco, we have found a solution that makes our content creation significantly more efficient and reliable. The AI solution is intuitive to use and so flexible that even small teams with limited resources can effortlessly create high-quality product texts. Error-prone copy-paste is a thing of the past – adjustments and updates can be quickly and consistently applied to all relevant texts, whether content is being added, replaced, or revised. Individually created master texts provide the basis for high-quality, varied content at all touchpoints. Compared to other providers, Retresco stands out with excellent support, a particularly user-friendly interface, and outstanding translation quality.”

About GROHE

GROHE is a leading global brand for holistic bathroom solutions and kitchen fittings. Since 2014, GROHE has been part of the strong brand portfolio of LIXIL, a leading manufacturer of pioneering water technologies and building fittings. To deliver “Pure Joy of Water,” every GROHE product is based on the brand values of quality, technology, design, and sustainability. With its customer-specific portfolios GROHE QuickFix, GROHE Professional, and the premium sub-brand GROHE SPA, the brand offers both life-enhancing product solutions and services. www.grohe.com

About Retresco

Retresco is an AI specialist focused on providing customised, effective solutions for companies in the media, digital commerce, and adjacent industries. As a pioneer in AI-driven language technologies, the Berlin-based company has successfully completed numerous projects since 2008, helping to streamline and future-proof business processes. www.retresco.com

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