

Case Study

More Efficient with AI

How GROHE Achieves Significant **Time Savings** in Its International Product Copywriting



GROHE is one of the world's leading brands for complete bathroom solutions and kitchen fittings, and has been part of the Japanese LIXIL Group since 2014. The company stands for quality, technology, design, and sustainability – values that are reflected across a diverse range of product lines and target audiences. From QuickFix and Professional to the premium sub-brand GROHE SPA, GROHE caters to both end consumers and professional installers and designers. At the heart of the brand lies its core promise: "Pure joy of water" – delivered through innovative products and smart services that set global benchmarks.

The Challenge

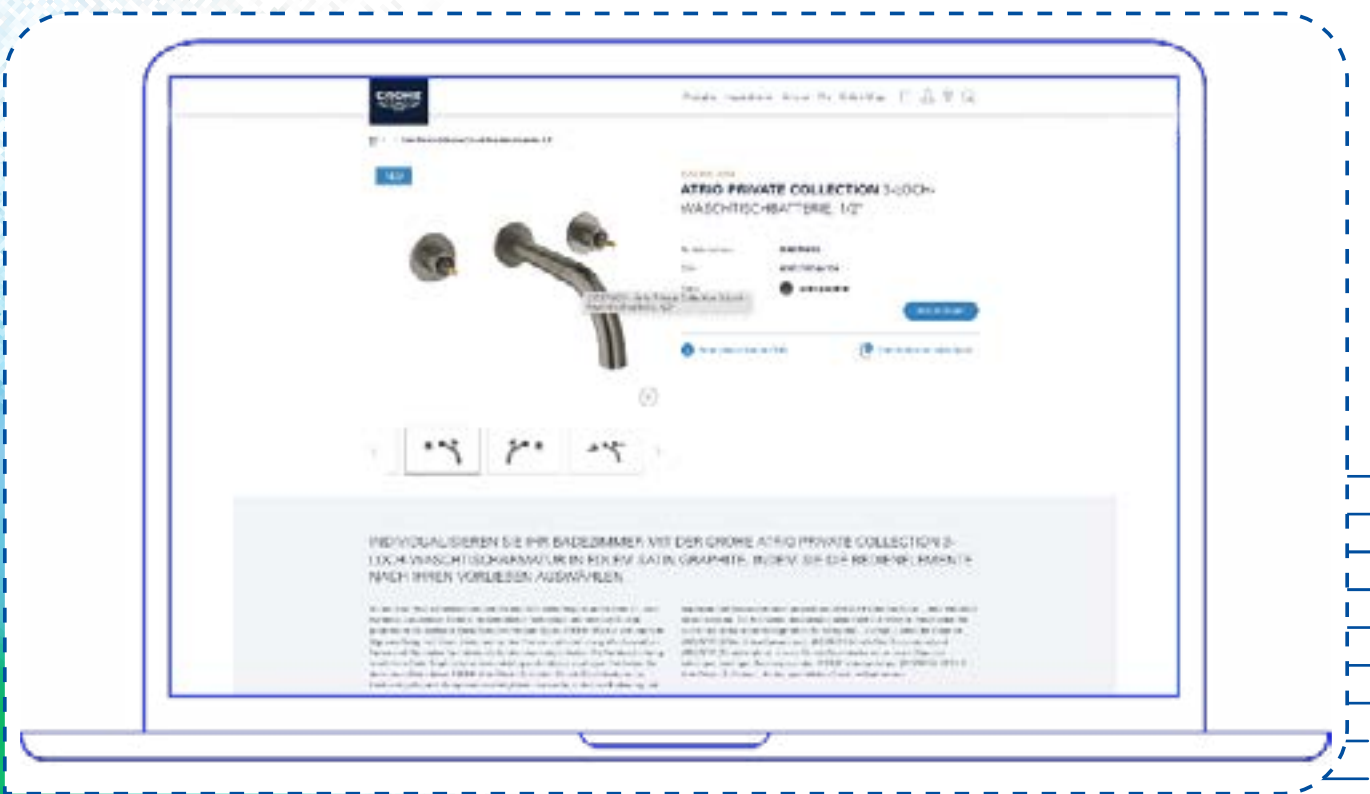
Each year, GROHE launches over 1,000 new products, each with its own specific features, positioning, and target audience. Creating high-quality, differentiated product descriptions for this extensive portfolio has traditionally been a highly time-consuming process. Added to this was the challenge of producing content flexibly in a wide range of languages, as well as adapting texts to meet the requirements of individual local markets.

The challenges in detail:

- **Target group-specific communication for key segments:**
 - End consumers (emotional, low-threshold),
 - Installers (technical, fact-based),
 - Designers (stylistic, aesthetically sophisticated)
- **Content scaling for international markets,** English and German, with plans to expand into additional languages
- **High effort required for data maintenance and text updates,** for example, when product names change, features are adjusted, or new variants are introduced
- **Error-prone editing** due to copy-paste across similar products, resulting in inconsistent text quality

In summary: GROHE required a robust, scalable, and intuitive solution that upholds the brand's high standards..

To boost efficiency and enhance visibility, GROHE now automates product description creation with textengine.io:



The Solution

The answer to these challenges: AI-powered text automation with textengine.io. After testing various providers, GROHE chose Retresco. The decisive factors were ease of use, professional support, and flexible text modelling: for each product line (Allure, Atrio, Essence Crafted Lever, etc.), a tailored text model was developed that captures the features and tone of the respective line – regardless of product type.

The text modelling process is based on the “expert-in-the-loop” approach: professional copywriters create an initial master text, which is then automatically adapted by the AI system – maintaining a high standard of language and style throughout.

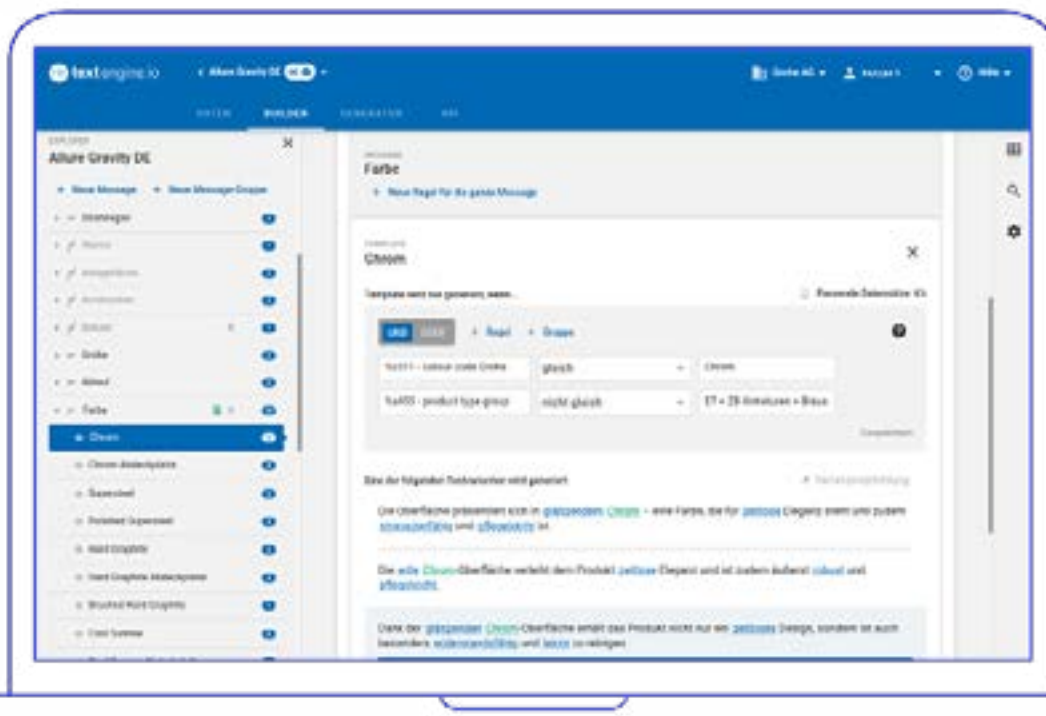
Thanks to intelligent logic, updated or modified product data – such as new names, features, colours, or variants – can be instantly reflected across all relevant texts. Currently, GROHE generates content in English and German, with tests for additional languages already in planning. The English versions are based on the original German texts – and are of outstanding quality.

The Result

With the introduction of textengine.io, GROHE was able to significantly reduce the effort required to create product texts – while maintaining, or even improving, quality. The AI-based text automation not only increases production efficiency, but also ensures linguistic consistency. At the same time, it enables high scalability and lays the foundation for international product content creation.

~ 50 % Significant time savings in content creation

textengine.io generates differentiated product descriptions by creating multiple text variants based on the original source text:



“With Retresco, we found a solution that makes our content creation significantly more efficient and reliable. The AI system is intuitive to use and so flexible that even small teams with limited resources can effortlessly produce high-quality product texts. Error-prone copy-paste processes are a thing of the past – updates and adjustments can be quickly and consistently applied across all relevant texts, whether content is added, replaced, or revised. Individually crafted master texts form the basis for high-quality, varied content. Compared to other providers, Retresco stands out with excellent support, a particularly user-friendly interface, and outstanding translation quality.”



Christian Dannhäuser
Leader, Content Production
Lixil EMENA by Grohe AG

Three main achievements:

- **~50% time savings in text creation**
Instead of spending several months per product line, GROHE now requires only a few weeks – without compromising on quality.
- **Fewer errors, better control**
Automated processes prevent copy-paste mistakes, detect data gaps, and ensure consistent phrasing – even when product data changes at short notice.
- **Higher text quality – especially in translation**
English-language texts generated automatically from German templates are rated more highly internally at GROHE than translations produced with standard tools – providing an ideal foundation for scalable international content.

Conclusion: With Retresco’s AI-based text automation, GROHE has established a high-quality, multilingual, and brand-compliant content process – precisely tailored to different target groups and product lines. The high text quality provides a solid foundation for future content initiatives in international markets and enables scalable, measurable efficiency gains in text production.



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