

# The ideal product

The Geberit Alpha concealed cistern captures the Indian market

Geberit has been present in India with top products in the premium segment since 1999: in a country that, next to China, is among the nations with the highest growth rates. With growing prosperity, the middle class will be increasing several times over in the next years. A class that strives for a better lifestyle and higher standards of living and is able to acquire real estate. In megacities such as Mumbai, Bangalore and Pune, countless giant apartment blocks are being built with up to several thousand privately owned condominiums that are sold with finished sanitary facilities.

"We want to open up this expanding area and have developed the ideal product with the new Alpha concealed cistern," explains René Mächler, Head of International Marketing and Product Management at the responsible Geberit export company. Until now, simple flushing valves and large pipelines have been offered in this segment in India, cheap solutions that also cause a lot of noise. "The Geberit product, on the other hand, is considerably quieter and more efficient than conventional Indian flushing valves. In addition, the concealed cistern requires smaller piping systems and a lower water pressure. Previously, there has not been anything comparable in the Indian market with its special circumstances," says René Mächler. The new concealed cistern covers the majority of the possible sanitary applications that exist.

#### Adapted to local needs

With the Alpha line, Geberit will be offering a product starting in 2012 that has been explicitly adapted to the needs of the Indian



The Alpha concealed cistern offers two elegant actuator plates as part of its sleek look.



middle class in terms of function, appearance and pricing. The new cistern offers the reliable Geberit technology packaged in an attractive design. Alpha has a dual-flush actuation (3 and 6 liters) that protects the environment and water resources. The Geberit Alpha concealed cistern is manufactured in India for the Indian market at a newly constructed production site of Geberit (see Infobox).

In addition to the technical advantages, the Alpha line also gives bathrooms a stylish design. The Alpha10 and Alpha15 actuator plates fit perfectly in modern bathrooms and can be combined with very different styles due to their clean, tasteful design. The plates are available in three different versions: white, matt chrome-plated and bright chrome-plated. ←

#### New production plant

Geberit is building a new production plant in the industrial zone of Pune, 170 km southeast of Mumbai, India. All of the suppliers necessary for the production of the Geberit products are also located in this industrial zone, which is considered the best developed one in India. The construction of the new location began in late 2011. The building, in which initially 25 employees will be working, will be completed in the course of 2012. At the end of the next year, the production of the new Alpha cistern will begin. Until then, the products of the Alpha line will be manufactured at other Geberit production plants and delivered to India. The Alpha line will be available in Indian stores starting in mid-February 2012.



↑ A huge construction boom in China: The city model simulates what Shanghai will look like in the year 2020.

# A design solution for China

Geberit launches the Monolith sanitary module for WCs in the Middle Kingdom

**Next April, Geberit will be launching an exposed cistern with matching ceramic appliance on the market that has been specially developed for China. With its modern design and excellent flush performance, the Geberit Monolith sanitary module for WCs is unique in its segment and appeals above all to the younger group of buyers in the up-and-coming middle class. The product is adapted to local requirements in respect to price and technology, and it is manufactured in China.**

Geberit intends to conquer the fast-growing market in China with a new product: The Monolith for WCs that has been specially adapted for the requirements of the Chinese market offers first-class quality and meets high functional and aesthetic demands. The product closes the gap that exists between traditional WC ceramic appliances in front of the wall and integrated concealed installations.

#### Comprehensive market studies

The Monolith for WCs is primarily directed at the younger group of buyers of the up-and-coming middle class between 30 and 50 years old, for whom quality, functionality and a good brand play an important role.

## Geberit know-how transfer

Geberit is increasingly adapting to the large markets in Asia. This makes specific products and a local presence with value creation necessary. In the development process, many projects are developed in a cooperation between the local competence centers and the headquarters in Switzerland. An international and intercultural project team was assembled to design the Monolith for WCs for the Chinese market. Project management and product management were directed from Switzerland. The "Research and Development" division in Jona supported the competence center in Shanghai in developing the new product. Frame, glass and mechanical components are already being produced locally at the Shanghai factory. The complex flush technology continues to be supplied from Switzerland.



↑ The monolith for WCs is unique in China. It can be used anywhere and fits any interior decor.

And are also open to trends, modern design and fashion and want to document their good taste with selected products. "We have arrived at this knowledge through comprehensive market studies that we carried out in Beijing, Shanghai and Guangzhou. Younger people prefer the sanitary module because it is a well-designed, trendy and simultaneously first-class product with which they can show their individual taste. And because it practically fits any interior decor," explains Roger Wyss, Head of Products Asia Pacific, about the in-depth research of Geberit. "Furthermore, there is nothing comparable on the market. The Monolith for WCs is unique in China." The new sanitary module is completely assembled at a separate factory in Shanghai (see Infobox).

China – the world's second-largest economic power – is developing into the third-largest market for the consumer goods area, accompanied and promoted by an enormous construction boom. Along with the growing prosperity, the upper middle class in large cities can increasingly afford their own homes as well. The average middle class family generally consists of five people – mother, father, one child and the parents of the father – and has a total gross living space of 80 m<sup>2</sup>. The bathrooms are

around 4.5 m<sup>2</sup> large and are multifunctionally equipped. Saving space is the main challenge. The new Monolith for WCs is the perfect solution for these requirements, since it takes up considerably less space with its ultra-narrow, coated metal frame than a conventional exposed cistern.

#### Innovation on the Chinese market

The apartments, located in huge building complexes, are bought by the owners when just the bare brick work has been completed and then completed by specialized firms. In the sanitary area, only the connections are present in 90 percent of these apartments. The connections for the WCs are merely a hole in the floor that is between 30 and 40 centimeters away from the wall. The design answer to this is coming on the market with the Monolith for WCs: It can be simply placed in front of the wall; the corresponding ceramic appliance fits exactly on the hole in the floor. Thanks to its pre-mounted parts, the Monolith and ceramic appliance can be easily installed by the usually untrained plumbers in a few steps. Structural alteration measures are not necessary. The Monolith is equipped with a dual flush (4.5/3 liters) that can be used to regulate and reduce water consumption. Environmental awareness is increasing in China as well. Solutions that help to save

water are more and more in demand. The flush is also much more quiet than with other cisterns.

The Monolith is sold as a package together with the matching ceramic appliance, which is offered in two different designs: the more elegant version AVA and the slightly more dominant version VEX. The glass front is available in the colors black, white and red. "The Monolith for WCs is a breakthrough in respect to design, function and material in the Chinese sanitary area. Our main message is: The Monolith for WCs can be used anywhere. It is modern and stylish, fits in practically any bathroom and represents the proven Geberit know-how," summarizes Roger Wyss and looks ahead to the upcoming launch of the new bathroom highlights with confidence. ←

In 2012, Geberit will also be launching the Monolith for WCs in six additional countries: South Africa, India, Turkey, the Ukraine, Romania and Mexico.