



↑ 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 m². The bathrooms are

around 4.5 m² 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.