

# A new dimension in cleanliness

Geberit AquaClean Sela

**With its simple, modern lines and wealth of innovative technology, the new Geberit AquaClean Sela shower toilet is a compelling product offering a high level of convenience. In adding this model, Geberit is supplementing its successful line of shower toilets with a complete solution that has been fundamentally redesigned and fits into nearly any style of bathroom.**

Geberit wanted its new shower toilet to be elegant yet seem regular. Matteo Thun, renowned architect and designer from Milan, Italy, mastered this challenge with great skill. The precisely wrought surfaces and lines leave a pleasing overall impression and emphasize user-friendliness.

#### **Fresh and clear as a mountain stream**

The Geberit AquaClean Sela is a convincing example of the esthetics of the unseen. Wiring or hoses for connections are nowhere to be seen nor are LEDs or control buttons when the WC lid is closed. The slim remote control fits comfortably in the user's hand and has just five buttons, the meaning of which can be understood intuitively and easily. The control panel mounted to the right on the shower toilet is designed so the user can find the appropriate button without having to see it.

The straightforward design and the refreshing cleansing with water are reflected in the name of the product. "Sela" is the name of the source of the Inn River located in the Engadin region of the Swiss Alps.

#### **Technology integrated in WC ceramic appliance**

The new shower toilet is brilliant in every respect – also technically. Whereas conventional complete solutions often seem bulky, the Geberit AquaClean Sela integrates the entire technology and connections for power and water supplies in the streamlined ceramic appliance. And the openings in the ceramic appliance are covered with an elegant housing attachment, making installation and maintenance as easy as can be.

→ Simple, modern and compact: the new Geberit AquaClean Sela.



### Enhancement solution versus complete solution

Geberit AquaClean WC enhancement solutions were developed mostly for rental apartments. Tenants can install them on an existing toilet with minimal effort and if they move out, can take them along with them again without any difficulty. Complete solutions are intended primarily for permanent installation, for example, in a privately owned home. Besides shower and additional functions, they include the actual WC ceramic appliance.

#### Maximum comfort and convenience

The dimensions are designed for maximum comfort and convenience. The Geberit AquaClean Sela has a pleasantly sized seat with a 300 mm by 200 mm opening and extremely comfortable ergonomics. In the development of the new shower toilet, careful attention was also paid to ensuring that the toilet could be cleaned as easily and as effectively as possible. The ceramic appliance delivers an above-average flush performance, resulting in effective self-cleaning. In addition, the ceramic surface and the antistatic WC seat and WC lid are water- and dirt-repellant.

#### Gentle shower spray with aerated water

The shower function is the main feature of the Geberit AquaClean Sela. The new complete solution relies on cleaning with aerated water. The water spray emerging from the spray nozzle is therefore especially gentle. That makes cleansing pleasant while also reducing energy consumption. Just 0.5 liters of warm water are needed for the entire showering procedure with the spray at the maximum setting.

The Geberit AquaClean Sela is available for delivery starting in April 2013. A new ad campaign and website will be flanking the market launch. ←



↑ The new Geberit AquaClean Sela fits into nearly every bathroom.



↑ The slim remote control fits comfortably in your hand and is easy to understand.



↑ You find the right button intuitively on the control panel on the right side of the toilet.

# Pointing the way

Matteo Thun, architect and designer, and Martin Baumüller, Head of Geberit AquaClean, explain how the new design for the Geberit AquaClean Sela came about.

Matteo Thun, what approach do you take to design?

What do you want to achieve with your work?

**Matteo Thun:** In keeping with the Latin origin of the word design ("designare"), my work means that I want to point the way. Before turning to the task of designing a new product with my team, I take time to understand the product, the company and the needs of customers as fully as possible. In developing the design, we then seek to optimize and improve our ideas as much as possible so that we can indeed point the way to something new.

Martin Baumüller, why is Geberit launching a new complete solution on the market?

**Martin Baumüller:** We are convinced that complete solutions are the models of the future. Builders are now rethinking this matter. Instead of installing a regular toilet when putting up a new building or renovating, they put in a convenient shower toilet. And complete solutions are also compact solutions that satisfy the toughest standards for design and convenience.

Are we witnessing the reinvention of the toilet?

**MT:** I would put it this way: Every society needs its own toilet model. The WC reflects the cultural level of development. In Europe, we are currently drawing nearer to the Japanese tradition of intimate water-based hygiene.

**MB:** Our steadily rising sales figures verify this trend. Another observation we are



↑ Matteo Thun, architect and designer



↑ Martin Baumüller, Head of Geberit AquaClean

making with end customers is that design is an increasingly important issue in the bathroom. It is not gimmicks and fancy products people want. They are focusing instead on pleasant, quiet and regular models.

What does "regular" mean and does that fit to the design aspirations of Matteo Thun and Geberit?

**MT:** My approach to the task of designing a Geberit AquaClean shower toilet was to ensure that it could be integrated into virtually any bathroom as easily and familiarly as possible.

**MB:** A product is regular if it fits naturally into a bathroom. It has to be quiet in demeanor, not set off bells and whistles. For us, design means that products convey clear messages without having to shout them out to the world.

The outcome of these efforts is the Geberit AquaClean Sela. Why the name "Sela"?

**MB:** We were looking for a name to correspond to the product traits and to our brand positioning. Swiss rivers are ideal in both ways because they are very clean and fresh and fit perfectly into the diverse Swiss landscape. The Sela – the source of the Inn River – arises in the Engadin and is precisely this kind of river. The Sela is fresh as a spring, clean and quiet – the perfect name for our new complete solution. ←