

New

Product Magazine
2013

Geberit AquaClean Sela

**Elegant design, innovative
technology and convenience**

In a new guise

**Geberit actuator plates
are setting market trends**

Water is our element.

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Editorial

Geberit is constantly further developing itself and building up new areas of expertise. Shower toilets and touchless controls are two areas where we see especially big potential for high-end innovative products. This magazine shows you the innovations Geberit will be putting on the market in 2013.

Greater comfort and convenience in bathrooms is a worldwide trend that has now also reached the fast-growing markets of Asia. Both here and there, people are interested in improving hygiene and in reducing unpleasant odors and undesired noise. Geberit already has great expertise today in acoustics, hygiene and odor prevention and is addressing these needs with new technology and new products. Our line of touchless flush actuators is one example. They ensure hygienic conditions in both private and public settings. Another is the odor extraction unit integrated in tanks.

Hygiene is also improved by shower toilets, which are becoming increasingly widespread. Unlike many Asian manufacturers, Geberit has positioned itself particularly in this segment as a no-compromise quality provider offering mature technology packaged in excellent designs.

The general trend is toward products in front of and behind the wall that need power and contain electronic components. Incorporating electronics in bathrooms is a demanding technical task. The high humidity of the ambient air makes conditions difficult. Geberit tackles this challenge with technical solutions that undergo extensive testing. This approach ensures that the electrically powered products have the same longevity as all other Geberit products.



Michael Reinhard Member of the Group Executive Board,
Head of Group Division Products



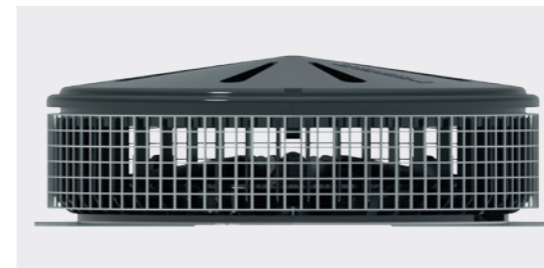
1 ↑ Modern and innovative: the new Geberit AquaClean Sela shower toilet.



3 ↑ Far Eastern design: the Monolith for WC launched in China with new colors and patterns.



4 ↑ Simple elegance: Geberit actuator plates are modified at regular intervals.



5 ↑ The noise reduction for Geberit Pluvia roof outlet reduces undesired noise to ensure extra peace and quiet under the roof.



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← As up-to-date as on day one: Geberit constantly supplements its range of pressable piping systems.



← This digital publication is also available as an app for an iPad free of charge in the App Store and contains loads of pictures, videos and animations.

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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. ←



↑ The new Geberit Duofix installation elements for wall-hung water closets are all set to satisfy future standards of comfort and convenience.

← Bathroom with Geberit AquaClean 8000 shower toilet and touchless actuator plate Sigma80: The electrical connections and lines are invisibly installed in the prewall, as is the entire sanitary technology.

Many people may forgo certain items for cost reasons when building a new home or renovating an existing one, but these items could well be affordable years later. In and around the toilet, these items might include a shower toilet, for example, an odor extraction unit or a touchless actuator plate. If people find out the installation of these items costs a fortune simply because there is no power socket in place, they might do without the acquisition altogether.

Disappearing in the wall

The tank as well as all water lines and connections are usually installed in a prewall whether dry wall or solid wall construction is involved. There is always space there for an additional electrical conduit pipe to draw in a power line. The only catch is to know years later exactly where in the wall that conduit pipe was put.

To ensure that customers do, Geberit has overhauled and modified all its installation elements for WCs. Starting immediately, they have a recess for placing an electrical conduit pipe. A sticker in the service opening to the cistern can be used by the plumber to record the exact position of the pipe.

Negligible additional costs

If a power connection is needed for the WC years later, the plumber knows exactly where to put the drill to make a small hole through the prewall and draw in an electrical cable. The additional costs for the preparation of this electrical connection are negligible. They are basically limited to the electrical conduit pipe running from the installation element to the next power junction box. ←

Future included

Electricity around the WC

Sooner or later, people want greater comfort and convenience in the bathroom. Geberit installation technology is an easy way to make sure all the necessary power connections will be available behind the wall.

For construction site or workshop

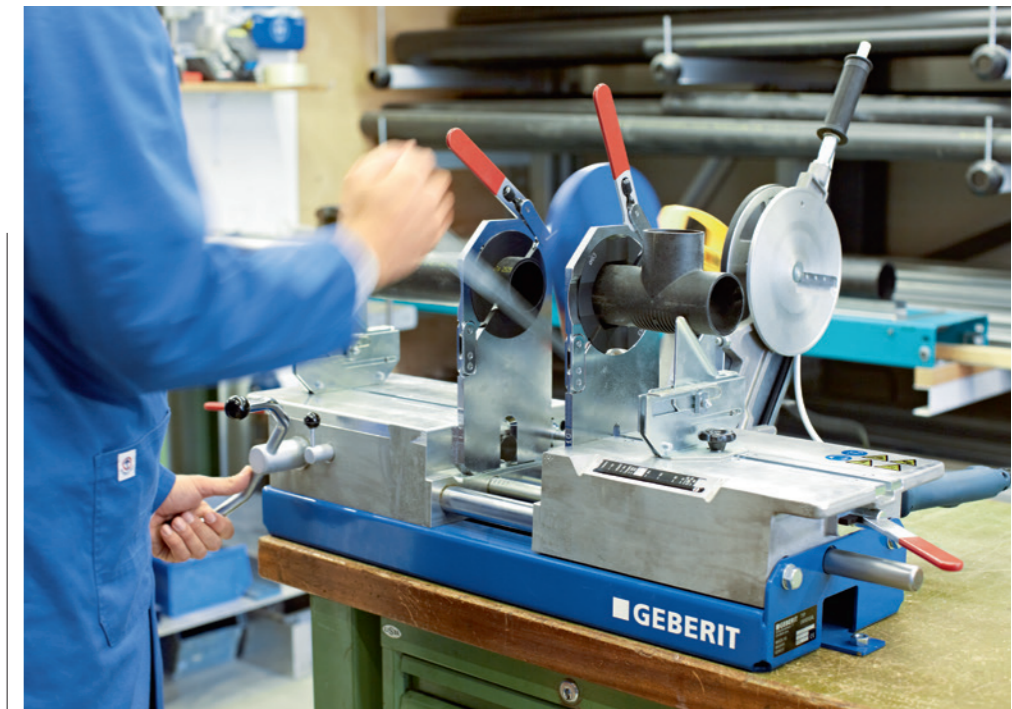
New version of the Geberit welding machines for polyethylene pipes

Laying discharge pipes is difficult work often paid by the piece. Reliable and well-designed tools are welcome items for this job, as are first-class pipes. That is why Geberit has further improved its reliable welding machines for plastic pipes.

The Geberit PE discharge pipe and its noise-reduced version, the Geberit Silent-db20, are used the world over for draining water from buildings into the sewage system. Welding is the easiest and most affordable way to connect the individual plastic pipe sections with each other in a permanent and impermeable manner. The procedure involves a welding plate, i.e. an electrically heatable disk-shaped plate that can heat two surface-planed pipe ends at the same time. The hot pipe ends are then pushed together. A fixed connection is created during cooling.

Designed for decades of use

Geberit has been carrying virtually indestructible welding machines in its product range for several decades to make sure that the welds are always of top quality and that the work can proceed efficiently. These machines reliably fix in place the pipe sections being welded and contain both a plane disk for processing the pipe ends and a weld-



ing plate. Various accessories such as tension devices for the differently sized pipes, for example, are also available. All in all, it is better to have two people load these installations into the installation vehicle, however.

Less weight, quick tool changes

Geberit has now completely overhauled these machines. One objective was to reduce weight without impairing these machines' proverbial robustness. A second was to improve many functional and operational details and make the machine easier to convert from one pipe dimension to another. This latter improvement is made possible by new light-metal inserts for the tension devices. Until now, users have had to change the heavy devices with each size change. Now the machine is all set for the next welding process with just a few flicks of the wrist. ←

↑ The new Universal welding machine from Geberit for polyethylene pipes.

↓ Instead of five heavy tension devices with different diameters, the plumber now needs just one thanks to the new light-metal inserts.



The unstoppable revolution

Fifty years of press fittings



↑ Today's electric-powered pressing tools have a compulsory process to ensure that each pressing operation is carried out completely.

The number of plumbers who always take a welding tool and blow torch with them to a construction site is declining year by year. The advantages of pressing technology are simply too compelling.

Fifty years ago, Swedish engineer Gunnar Larsson set about reaping the fruits of his years of development work. In a five-page sales brochure, he pitched a completely new type of connection technology that was revolutionary at the time: press fittings for metal pipes.

His range included various press fittings for copper, steel and stainless steel pipes and a hydraulic pressing-cylinder pawl and various pressing jaws. Even in the first generation, these press fittings all had flanged-shaped ends holding a seal ring. The fittings could be slid manually over a deburred metal

pipe and subsequently pressed with a pressing tool. During pressing, the fitting and the pipe became slightly deformed, resulting in lengthwise non-positive cohesion between the two. At the same time, the flange with the seal ring was pressed fully against the pipe, ensuring a permanently sealed connection. This process has not changed in any fundamental way ever since then.

Hard times up to the market success

Toward the end of 1960s, the rights for the manufacture and sale of press fittings were acquired by the German-based Mannesmann Group, one of the world's leading manufacturers of welded precision steel pipes.

Pipes and press fittings made of thin-walled, stainless steel were finally approved in 1986 for use in connection with the drinking water supply in Germany. This proved to be the broad-based and well-deserved market breakthrough for the Mapress pressing technology. The existing production facilities were soon hopelessly overloaded and Mannesmann had to expand its manufacturing capacities constantly to meet the growing demand from an increasing number of countries.

Twenty years of pressing technology for multilayer pipes

Geberit followed the breakthrough and success of pressing connections for metal pipes with great interest. In the 1980s, the company revolutionized the plumbing products industry with its prewall technology but was unable to provide plumbers with piping systems optimally tailored to the cramped space behind the wall. That prompted Geberit to invest in the development of a supply system with flexible pipes and press fittings.

With its market introduction of Geberit Mepla beginning of the 1990s, the company presented a promising solution. The multilayer pipes with an aluminum core could be bent by hand and were therefore easy to work with. Geberit came up with an impressive demonstration to prove to the industry



← The new Mapress cap widens the product range for Geberit gas piping systems by adding larger dimensions.

Meeting the toughest requirements

Geberit Mapress is an all-purpose piping system made of steel or copper that meets the toughest requirements with respect to stability, temperature and pressure. It is suitable for nearly all applications in residential, office and industrial buildings.

Geberit has expanded its product range of gas piping systems in response to rising market demand. The company addresses the need for larger dimensions especially with its new Mapress cap. The cap is now available in the sizes 76.1 mm, 88.9 mm and 108 mm. Topping off the range is the new line of mounting brackets for gas meters and assembly clamps for gas meter connections. Changes in the industrial sector also prompted the additions to the range. In many industrial applications, increasingly tougher requirements are being put on materials for hygienic reasons: Stainless steel is the only material still allowed to be used. For this reason, Geberit is now also making all transitions in a combination made up exclusively of stainless steel. For plumbers, Geberit thus offers not only an expanded product range but also a diversity of materials and dimensions for greater flexibility.

that the Mepla pressing technology was capable of creating permanently sealed and non-positive connections. A crane lifted a delivery truck off the ground by a Mepla pipe with press fittings. The entire procedure was filmed and then shown in customer training sessions around the globe.

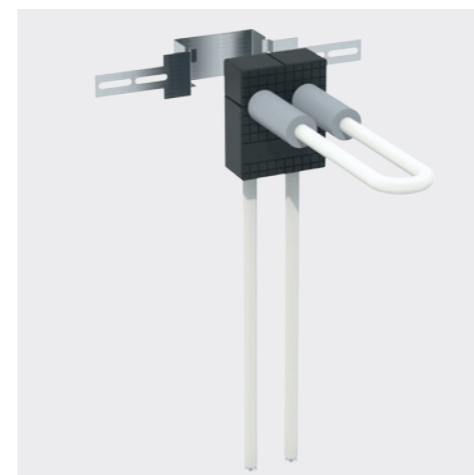
Press indicator for even greater safety

In 2004, Geberit took over the entire Mapress business, product infrastructure and sales included. In a single swoop, the company acquired a full range of piping in all standard commercial dimensions and for nearly all applications in industry, system engineering and building services: Mapress steel pipes for distribution pipes in basements and for riser pipes and Mepla multi-

layer pipes for story piping all the way to the individual waste fittings. The two piping systems can be easily connected to each other with suitable adapters.

Geberit continually developed and improved its pipe range. One advance was an indicator that tells the plumber at a glance whether or not a metal fitting has been pressed. All Geberit Mapress fittings since 2009 have been equipped with a press indicator of this type.

The two successful piping systems Geberit Mapress and Geberit Mepla will be further supplemented again in 2013 in response to the increasingly varied needs of the marketplace. ←



↑ The new connector box type L is much more versatile in terms of uses.

Flexible in terms of installation type, easy to mount

With its new connector box type L, Geberit will be adding a new product to its pipe range for heating systems starting in April 2013. Geberit has long been offering various solutions to simplify the connection of radiators to its supply systems. Until now, various products were needed for different installation types. The new Geberit connector box type L is much more diverse in its applications.

The connector box can be used in dry-wall and solid construction and can be floor-mounted. Consequently, it covers all conceivable ways of connecting radiators. This flexibility is made possible by a multifunctional fastening element employed for mounting the connector box. The fastening element can be fastened to the connector box with clips. This innovative mounting technique allows the box to be adapted easily to the given construction situation. The installer saves time but can still count on a reliable connection. In addition, a pressure test can be conducted during the installation phase without a radiator having to be connected. The new connector box type L is available with the following piping systems: MeplaTherm, Geberit PushFit, and Geberit Mapress Carbon Steel.

Well-conceived technology and trendy design

Geberit launches new products for emerging markets

Geberit continues to expand its market position in China and Singapore with new, innovative products and an expanded range while also setting new bathroom trends.



↑ The actuator plate Alpha15 with its simple and elegant design.

In the spring of 2012, Geberit launched the Monolith sanitary module for WCs in China. The company hit a bull's eye with this Monolith model developed especially for the Chinese market and featuring matching WC ceramic appliances. Customers responded enthusiastically to the product, its design and price plus its easy installation.

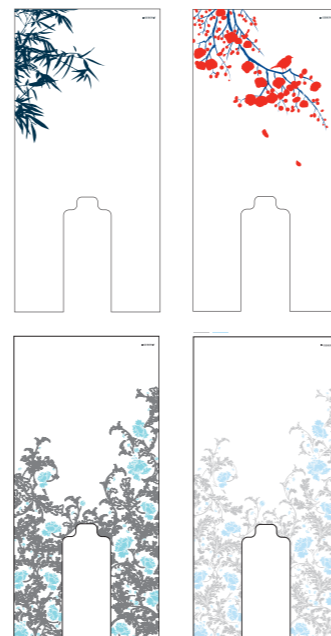
This success was reason enough to make this winning product even more appealing with new colors and patterns. Until now, the Monolith for WCs has been available in the colors black, white and red. A design studio in Shanghai drew on a market study to work out the latest trends in China for Geberit and to come up with appropriate new colors and patterns for the Monolith line.

Based on these latest interior trends, the colors are warm hues. Starting in 2013, the Monolith for WCs will be available in the previous three colors as well as in nude, ocean-breeze blue and deep-sea blue. In addition, there will be four new Monolith models with different patterns bearing sonorous names such as "Fern", "Rococo", "Blossom" and "Bamboo". The patterns correspond to the future interior design tastes of the up-and-coming middle class in China. The study says they will be geared to the styles "Europe",



↓ The Monolith for WCs enters the market in new colors and with four different patterns.

↑ A successful product is now even more appealing. The warm hues of the patterns for the Monolith for WCs are right in line with the latest interior design trends.



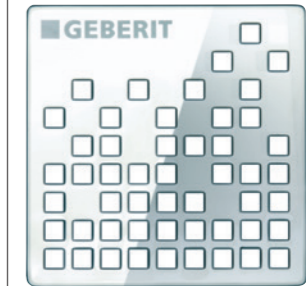
"Heritage", "New Femininity" and "Fashion". "Rococo" designates the European style and is a new, elegant interpretation of floral motifs. The "Bamboo" model suggests a bamboo grove with black branches against a white backdrop on the upper left edge. The "Blossom" model is reminiscent of a traditional Chinese watercolor with its blooming branch featuring red blossoms and blue branches. And "Fern" has a noble, luxurious look with its abstract depiction of golden fern leaves against a black background. By adding these new colors and patterns to the Monolith range, Geberit is seeking to reach an even larger group of consumers.

Alpha – enhanced lifestyle for China

Following the launch of the Geberit Alpha concealed cistern for the Indian market in 2012, Geberit now wants this successful product to capture the markets of China and Southeast Asia. The Alpha line is sold together with the WC ceramic appliance as a single package and is adapted to the needs of the local middle class in function, appearance and pricing. Alpha will be offered with a wall-hung ceramic appliance

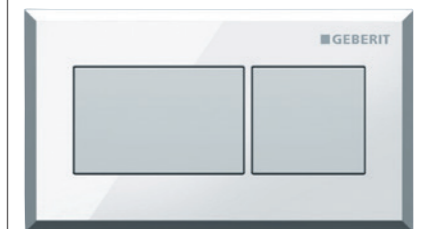
for the upper middle class and with a floor-standing ceramic appliance for the middle segment of the middle class.

Alpha has dual flush (9/3 l, 6/3 l or 4.5/3 l), which is gentler on the environment and on water resources. The new Alpha line is manufactured completely in China and is intended to replace the concealed cistern models used up to this point. The new concealed cistern is more efficient than conventional pressure flushing valve systems because it needs less water pressure and pipes with smaller cross sections. Besides its technical advantages, the Alpha line enables bathrooms with a stylish and trendy look. The two actuator plates Alpha10 and Alpha15 add class to the bathroom and are compatible with a wide variety of interior decors thanks to their clean and simple design. The plates are available in three versions, in white, matt chrome-plated and bright chrome-plated. ←



Pixels for the drain

Bathrooms in China generally have one to two drains in the floor through which water can drain away from the shower or elsewhere. Geberit has a highly successful product in this segment with its floor drain and sells thousands of them every year. However, this product needed an overhaul in terms of technology and design. Geberit has now carefully reengineered it to be technically state of the art. To avoid unpleasant odors in the bathroom, the new floor drain is constructed in such a way that it does not dry out. The grating for the floor drain has an appealing modern design featuring a graphical pixel pattern created by a design office in Shanghai.



New design and smaller format

The pneumatic WC flush control has been redesigned and reengineered. The actuator has been reduced in size and in the actuation force required. The new plate is now easier to operate and handle. It is suitable for dry-wall or solid construction and is easy to install. It is available in two die-cast zinc models and four different plastic surfaces. Geberit is launching the new pneumatic WC flush control in China, Australia and Singapore.

Timeless, elegant and without compromise

Geberit is setting trends in the market with its newly designed actuator plates Sigma10 and Sigma50.



↑ The glass seems to float on top of the frameless plate in this elegant reinterpretation of the Sigma50.

Actuator plates for WC flush control are among the high-visibility Geberit products installed in front of the walls. Good design therefore plays a crucial part in product development. Following a makeover in design and technology, the actuator plates Sigma10 and Sigma50 have achieved a compelling elegance both simple and contemporary.



↑ The new touchless Sigma10: replacement for the actuator plate Mambo.

Perfect harmony, inside and out: The new actuator plates Sigma10 and Sigma50 satisfy the ambitions of Geberit to combine maximum functionality with esthetics. The plates exude a light and casual air, with no compromise made in the material processing. The result is perfection.

The new Geberit Sigma10 family

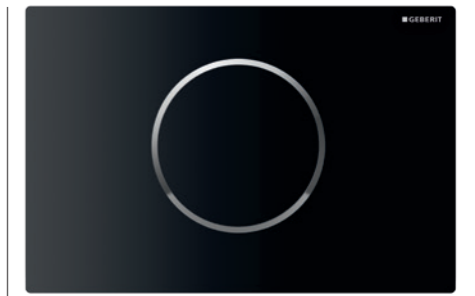
What prompted the decision to redesign the Sigma10? Well, besides its design, which was no longer fully contemporary, this product did not feature stop-and-go flushing, a function considered indispensable in major architectural tenders today. An integration of this function also had consequences for the design, however. The stop-and-go flush mechanism required an actuator button with a larger diameter. So, the Sigma10 with stop-and-go flush now has a new look and radiates an aura of reduced, almost minimalist elegance. It is available in an easy-to-clean stainless steel version or in variously colored plastic models. The plate can be opened with a flick of the wrist for ready access to an insert for in-cistern blocks.

In addition to the relaunch of the Sigma10 for stop-and-go flushing, the touchless actuator plates Mambo were also replaced with new touchless actuator plates Sigma10. Along with the established models featuring manual and touchless flush actuation,

Geberit is now offering a purist actuator plate that is exclusively touchless and designed especially for private areas. Here too, customers have their choice of stainless steel or plastic depending on application range and personal taste. Basically speaking, all touchless actuator plates Sigma10 come with automatic flush actuation and dual flush technology. This feature won the Sigma10 a six-star rating from the WELL water efficiency label. At the same time, a stainless steel model was added to the plates available for manual and touchless urinal flush control. With this expansion of the Sigma10 design family, Geberit has created a consistent range with a uniform formal language and coordinated materials for toilet and urinal flush actuation.

Floating elegance

Concurrent with this makeover of the Sigma10 family, industrial designer Christoph Behling skillfully updated the Geberit Sigma50. The new plate launched in January is an elegant reinterpretation of its predecessor. The two actuator buttons for dual flush are slightly curved in a design inspired by the retro style now in vogue. The new Sigma50 showcases glass as a material, which makes it seem even lighter than the previous version. The designer did away with the metal edging. The new plate is now frameless and the glass plate lies on top as if it



↑ The purist touchless Sigma10 for a private place.



↑ Sigma10 for the electronic urinal flush control is now also available in stainless steel.

were floating. The materials were processed with perfect craftsmanship, a fact especially evident from the details. For instance, the glass edges are not left angular but rather ground to be somewhat rounded. And the transition between the brushed die-cast zinc actuator button and the smooth, slightly slanting edge demonstrates the skill with which the materials were processed. The designer further underscored the floating effect by reducing the thickness of the plate to an absolute minimum. Today, the plate is just 14 mm thick. In its simplicity, it is certain to lend a floating elegance to the bathroom of the future. ←

Stopping the "tornado"

Noise reduction for Geberit Pluvia roof outlet ensures quiet under the roof and can also be subsequently installed.

Rainwater gurgling loudly in the roof outlet can get on your nerves. Geberit is now putting a brand-new solution on the market that greatly reduces irritating noises in drainage pipes.

Pluvia is a proven roof drainage system from Geberit that withstands any rainfall. But annoying gurgling noises can occur in the roof outlet in all siphonic roof drainage systems when the water runs down the pipes. Normal rain can generate quite a level of noise. Until now, there have been no convincing solutions in roof drainage systems for eliminating this irritating source of noise.

Integrated air nozzle

With the noise reduction for Pluvia roof outlet, Geberit is adding a completely new and unique product to its globally successful Pluvia roof drainage system. Everyone under the roof will enjoy an extra dose of quiet. The new roof outlet reduces undesired noise right where increased noise levels occur. This step makes Geberit the first company worldwide to tackle the subject of acoustics in roof drainage and further strengthens its reputation on the market as an acoustics specialist.

This irritating noise can be explained physically as follows: When it rains, air and water mix in the roof outlet, creating a kind of tornado effect. This tornado compromises the air bubbles, which in turn sets off vibrations and increases the level of noise. The noise reduction for Geberit Pluvia roof outlet consists of a function disk with an integrated

hose and a gravel ring. An air nozzle integrated in the function disk prevents the tornado effect from occurring thanks to its specially aligned geometry and nozzle arrangement.

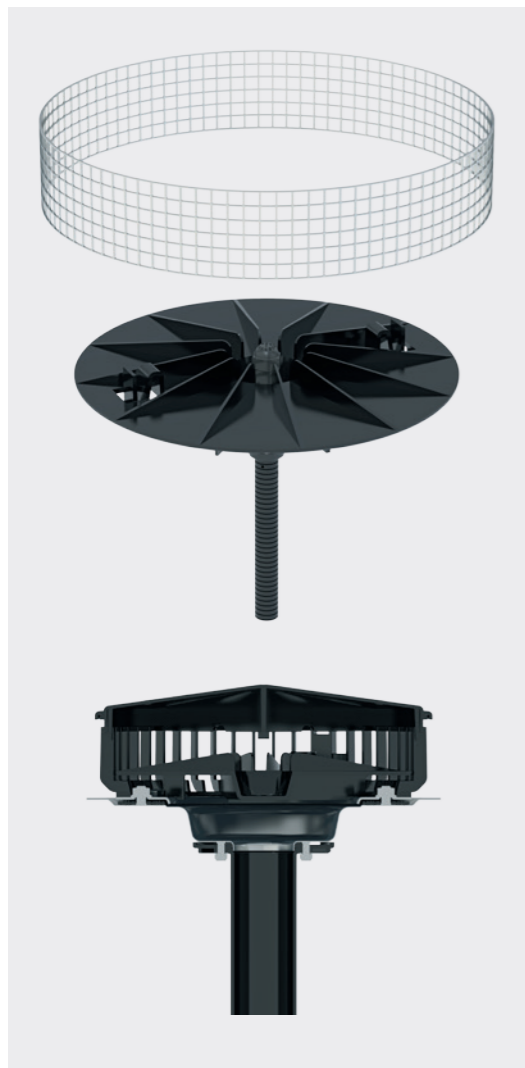
Easy and quick to install

The prefabricated component is easy to handle, thus eliminating sources of installation mistakes. Another major advantage of the new product is that it can be subsequently mounted easily and quickly in an already existing roof drainage system. This affordable solution eliminates the need for expensive structural measures. The gravel ring also prevents deposits of large-grain material from building up on the hose. The noise reduction for Geberit Pluvia roof outlet is suitable for all concrete roofs. The Pluvia roof outlet will not only be quieter from 2013 on, it will also be smaller, with an outer diameter of 180 mm especially for narrow gutters. ←



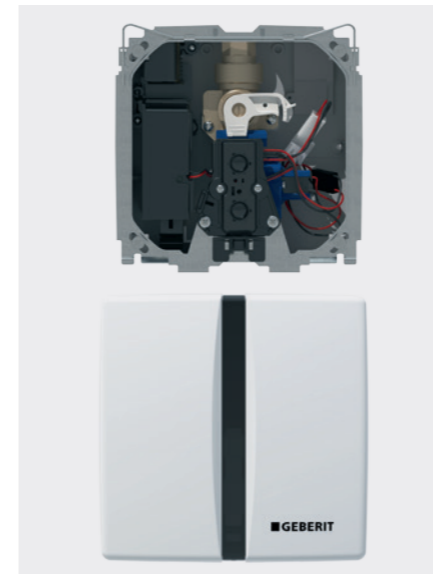
Conventional roof drainage system

Starting in 2013, Geberit will now be offering a roof outlet for conventional roof drainage for bitumen roofs. That means there will now be a product with which reliable Geberit piping systems can be operated even in roofs where no Pluvia siphonic roof drainage system was installed.



↑ The noise reduction for Geberit Pluvia roof outlet ensures quiet discharge pipes.

Technology upgrade in a reliable guise



↑ Latest technology also for older urinal flush controls.

Geberit has sold several hundreds of thousands of urinal flush controls worldwide over the years and most of them are still in use. The company has a guaranteed spare

parts availability of 25 years for its products in this segment. Valve problems can arise in regions with poor water quality such as in China. The valve can be damaged by pollution, making replacement unavoidable.

In 2009, a new urinal flush control was introduced with a new type of dual-filtration valve as its major innovation. Since then, faultless operation is ensured even with water of poor quality. Until now, this new valve technology has been reserved for the premium segment. All other urinal flush controls have had to make do with the original valve. Starting in mid-2013, Geberit will now deliver only urinal flush controls fitted with the new valve. The basic installation set with the large plate can therefore continue to be used for both electronic and pneumatic actuation. The plumber can take the old components out of the set without any major conversion work and replace them with the new ones. In other words, Geberit is making available the latest technology for older urinal flush controls, thus ensuring developers and operators great investment security. ←

Urban design



↑ It is a lovely fall day by British standards. Two Geberit Monolith sanitary modules are standing in the middle of busy downtown London. All day long. Film capture the scene. The spontaneous reactions of passers-by to the design products placed in this unusual setting are being recorded and later condensed into entertaining films. In 2013, they will be shown at various fairs and shows as well as on the Internet and other channels. Here is a tiny preview: The formal language, material and craftsmanship of the Geberit Monoliths struck a chord with the Londoners, a group of city-dwellers generally spoiled in matters of architecture and design.



Albert M. Baehny, CEO and Chairman

Outlook

What significance will design have in product development at Geberit? **Design has been highly significant at Geberit for some time now. However, it has become an important pillar of product development with the new products such as Geberit AquaClean, the Monolith sanitary modules and our actuator plates. Our goal is not to become a design company, but we do want to develop not only products featuring superb technology but also outstanding design down to the last detail. The Swiss watch industry is our benchmark. Just as we all can recognize a Swiss watch at first glance, so too should architects and end users be able to recognize Geberit products from the perfection and quality of their design.**

Could you tell us something about your strategies for Geberit AquaClean? What new innovations can we expect from this area?

We are currently developing new generations of shower toilets for the future. In 2013, we will also conduct a completely new advertising campaign for Geberit AquaClean with an emphasis on hygiene, freshness, cleanliness and well-being. At the same time, we will increase our marketing efforts and expand further into Europe geographically.

Those sound like major new challenges for your sales organizations? **We constantly use the capabilities of digital media to assist with the marketing of our new products. That includes e-learning modules, for example, and apps for field service employees. For our customers, we post installation films on the Internet and are currently developing apps to provide far-reaching technical support. In addition, social media platforms allow us to conduct an even more direct and efficient dialogue with our professional partners in the market.** ←

