

# Shining star.



Albert M. Baehny, CEO and Chairman of the Board of Directors

## Outlook

Is the sanitary industry innovative? If by "innovative" you mean the willingness to install and use new quality products from renowned manufacturers, then the answer is a clear "yes". However, if by "innovative" you mean continually trying out new products before they have been developed to perfection, then the sanitary industry is thankfully quite conservative.

Why is this differentiation important? The sanitary technology in a building has to meet ever increasing demands and increasingly stringent regulations. The most important keywords here include drinking water hygiene, fire protection, sound insulation and sustainability. The installations also have to function perfectly for decades and remain one hundred percent leakproof. Plumbers therefore bear a great responsibility, which is why they only use products they can trust.

What does this mean for Geberit? Around a third of Geberit's sales is accounted for by products that have been launched in the past three years. This is a clear sign that the sanitary industry is very much prepared to use new products. However, this also means that we have to consistently justify the trust that plumbing engineers and plumbers place in our products with every new product we launch. Geberit will therefore continue to invest substantially in the development and comprehensive testing of new products. ←

## Geberit Monolith Plus for WCs

The Geberit Monolith Plus is no ordinary sanitary module, hence the addition of the word "Plus" to its name. There is a lot more to this Monolith than one might initially assume from its elegant exterior. Extras such as an integrated odor extraction unit and a discreet, indirect orientation light set new standards in both comfort and style. The glass front is available in the colors umber, white and black.

- Elegant and fully equipped sanitary module for WCs
- Effective odor extraction directly from the WC ceramic appliance
- Individually programmable, indirect LED light for orientation during the night



product design award

2013

