

# New

Product magazine  
2014

50 years of Geberit concealed cisterns  
**Reliable innovation platform**

With ComfortLight and odor extraction unit  
**The high-end sanitary module**

# The future is founded on tradition.

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## Cover

The Geberit Monolith Plus sanitary module for WCs includes functions such as odor extraction and ComfortLight for orientation (see page 23).

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## Available as an app

This product magazine is also available free of charge as an iPad app in the App Store.

## Legal notice

The new Geberit products presented in this magazine are not available in all markets.

## Editorial

**50 years ago, the owners of Geberit made a far-sighted decision and gave the green light for an industry first – the mass production of concealed cisterns. And this at a time where many apartments in Europe did not even have running hot and cold water, let alone a bathtub.**

The idea of installing a cistern behind the wall was initially met with skepticism. Plumbers were reluctant to risk installing a unit such as a cistern behind the bathroom tiles. Therefore, the Geberit sales team invested a lot of effort into convincing its business partners of the benefits of concealed cisterns.

Nowadays, concealed cisterns are an integral part of residential construction. With over 60 million installed units, Geberit has had a significant influence on modern bathroom design. By developing system solutions for housing the entire sanitary technology behind the wall in addition to the cisterns, Geberit has also revolutionized sanitary engineering.

As impressively demonstrated by recent new products and features – such as the Geberit flushing system Omega, the Geberit wall drain for showers and the servo-assisted flush actuation – this revolution is anything but over. Although Geberit is still benefiting from the entrepreneurial foresight of former generations, the company invests in the future each and every year. A good example in this regard is the systematic expansion of the shower toilet business. The comfort of a shower toilet or an odor extraction unit will one day be the norm, just as concealed cisterns have now become the standard.



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



1 ↑ Drain behind the wall – for an unspoilt showering experience.



4 ↑ Plug-and-play in the bathroom – Geberit Monolith sanitary module for washbasins for the Chinese middle classes.



5 ↑ Trend towards more comfort – sensor-controlled, indirect LED light for better orientation at night.



**years  
concealed  
cistern**

2 ↑ The Geberit concealed cistern – installed more than 60 million times since 1964.



3 ↑ Extra-small actuator plates – flush actuation from the front or from above.



← The iPad app for the Product Magazine 2014 contains a range of images, videos and animations. Install and start the free app “Geberit Magazines” via the iTunes App Store.

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# When everything flows

Testing Geberit's virtual prototypes

**Waste and drainage systems from Geberit are noted for their excellent flow behavior. This is down to the great work carried out by the flow specialists and their computers. Before real prototypes are manufactured and tested, the flow specialists optimize virtual products using special simulation programs until the correct performance data is achieved.**

← Art or science?  
Computer simulation of the flow conditions in a section of the enhanced Geberit Sovent fitting.

In terms of aerodynamics, computer simulations are an essential part of Formula 1. Using computational fluid dynamics (CFD), racing car specialists calculate and simulate the airflow characteristics of their lean, mean racing machines. During product development at Geberit too, the flow behavior of individual components is simulated by high-performance computer workstations. In both cases, virtual grid models are designed for this purpose. Only when these models have been comprehensively tested and optimized are prototypes built and tested – in Formula 1 in a wind tunnel and at Geberit in the waste water tower in Jona.

#### Virtual engineering

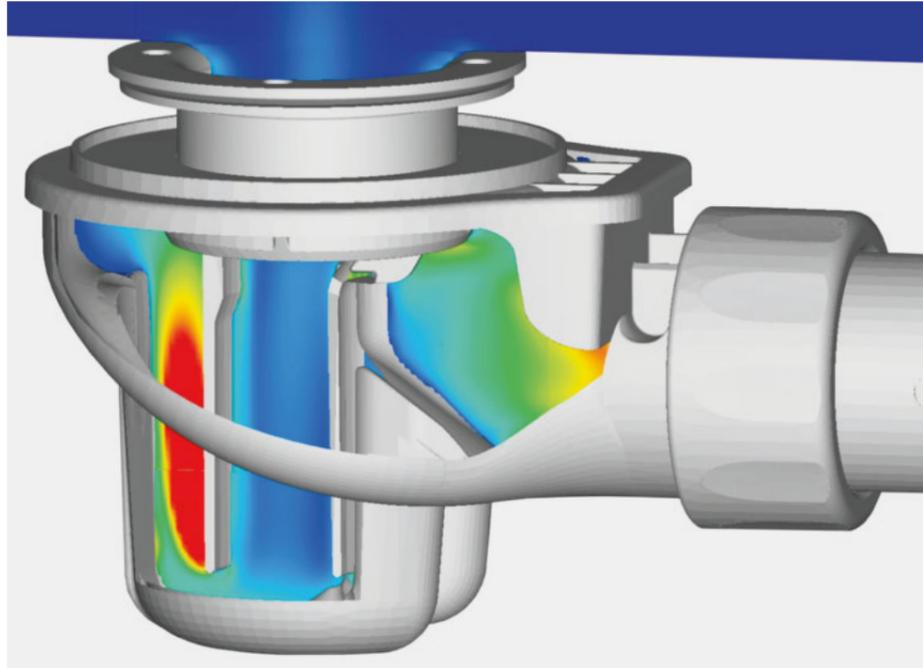
Geberit's simulation computers are located in the "Basic Sanitary Technology" department, which analyzes the flow patterns as well as the pressure and the velocity distribution of the water. The head of this department is Abdullah Öngören. "Building and testing prototypes is both complex and expensive as a new prototype has to be built for each new series of tests. Even with complex components, our computer-based simulations make it possible for us to virtually calculate and optimize the flow behavior before the first prototype is manufactured. This saves both time and money," explains Öngören, extolling the virtues of virtual engineering.

This can be illustrated in greater detail using the Geberit Sovent fitting as an example. This fitting is used in high-rises to connect the discharge pipes from the individual floor to the main discharge stack. As part of the product optimization process, the aim was to increase the product's discharge rate. The key question centered around the flow rate, both in terms of the limits of what can be achieved and the technical aspects required for its implementation. An everyday trick helped Öngören's team find the solution to the problem: If you hold a bottle filled with water with the opening facing downwards and rotate it slowly, a column of air can form. This air column ensures pressure compensation, which significantly accelerates the water's discharge rate.



↑ This graphic visualization of the Sovent fitting is based on the data from the computer simulation.





← Virtual flow test of an extra-flat trap for shower drains.

**Major improvement in performance**

Inspired by this physical phenomenon, the team developed an asymmetrical kink in the upper section of the fitting. This causes the water to rotate, creating a continuous column of air in the center that enables the water to drain away at a faster rate. In this way, the flow specialists were able to increase the discharge rate of the Sovent fitting by 40 percent.

"With product optimizations, we start off by creating a list of the issues at hand where we jot down our ideas and possible approaches to solving the problems before opting for one of the proposed strategies. Thanks to our many years of experience, we have a good idea of what is technically feasible," explains Öngören, outlining the procedure. The flow behavior of a virtual prototype is then tested using the simulation program. "The water flows on the computer screen just as it would in real life. Based on the images from the simulation, we were quickly able to decide what still needed to be optimized on the Sovent fitting," explains the mechanical engineer.

**24-meter-high testing tower**

After the computer simulation, the Sovent fitting was tested in the 24-meter-high waste water tower. "Our testing tower is the same height as an eight-story building. As the Sovent fitting is part of a drainage system for high-rises, it was important to carry out tests at this

height. This enabled us to obtain conclusive results on the impact that Sovent's increase in capacity has on the entire piping system," explains Öngören. Sensors were mounted at the key sections of the prototype in order to test the function and the improvement in performance across the entire system.

**Simulated optimization**

However, elaborate system tests in the waste water tower are by no means required for all product developments. In many cases, computer-based simulations alone suffice, such as with the extra-flat trap for the Geberit shower drain. "Here we first of all analyzed which type of trap would be the best match for the shower drain and then simulated the potential improvements on the computer," explains Öngören.

The goal was for the water to drain away as quickly as possible. At the same time, the trap needed to be as compact and small as possible and feature a self-cleaning function. The trap was then tested in the computer simulation until the desired results were achieved and all the requirements were met. "It was not necessary to build a prototype for flow tests on this occasion. We were able to rely entirely on our computer calculations," explains Öngören, modestly forgetting to mention that his computers can ultimately only carry out the clever commands input by the real brains of the corporation. ←

# Simple and neat.



**Revised Geberit wall drain for showers**

The inconspicuous, elegant shower drain is located in the wall. Just like with its predecessor, the drain ensures a pure, unadulterated showering experience. An elegant solution, which is now also ideally suited for renovations thanks to an extra-flat trap. The drain cover is available in four different finishes: bright chrome-plated, stainless steel brushed, white alpine and as a tile-bearing element.

- Esthetically appealing solution – especially for floor-even showers
- Can be installed virtually anywhere thanks to the proven sanitary technology from Geberit
- Easy to clean thanks to the removable hair trap

# Designed for optimum performance.

**Flow-optimized Geberit Sovent fitting**

Geberit Sovent fittings facilitate an optimal layout of waste water discharge stacks in high-rises. The new flow-optimized fitting causes the water to rotate in the discharge stack, which creates a continuous column of air in the center. This ensures optimum pressure compensation, thus increasing the discharge rate.

- Permits the use of relatively small-sized discharge stacks even in very high buildings
- Renders unnecessary the otherwise standard practice of installing a ventilating pipe parallel to the discharge stack
- Increases the discharge rate by 40 percent thanks to the patented flow technology



# A classic with a great future

50 years of Geberit concealed cisterns



← This is how Geberit advertised the new concealed cistern at an international trade fair in Frankfurt in 1967. Back in those days, plumbers and sanitary engineers used to attend such events in a suit and tie.



← A current Geberit advertisement for trade magazines.

**In 1964, Geberit becomes the first company worldwide to commence the mass production of concealed cisterns and in doing so triggers a profound upsurge in innovation in sanitary technology. Even today – 50 years and over 60 million installed Geberit concealed cisterns later – there is still a great deal of potential left in these sanitary appliances.**

In the 1960s, the world of sanitary technology is characterized by working with heavy lead, copper, steel and cast iron pipes, which are screwed, welded or soldered together. Items made of plastic are widely considered cheap and of inferior quality.

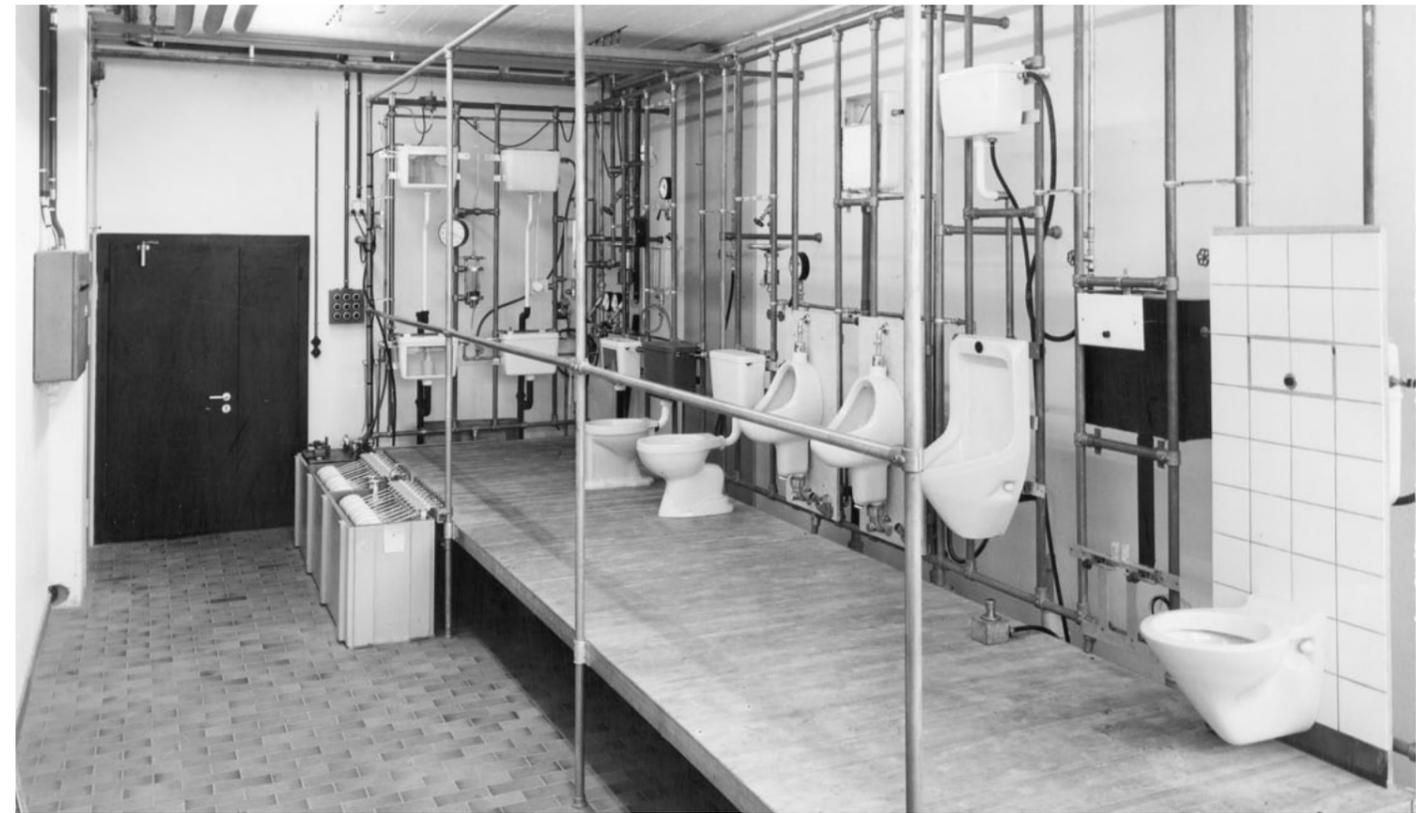
**Hidden is chic**

During this time, the owners of Geberit make a far-sighted decision and give the green light for an industry first – the mass production of concealed cisterns made of plastic. The idea of hiding the toilet's flush technology behind the wall is initially met with great skepticism. What if a walled-in cistern were to suddenly spring a leak? Despite these reservations, several plumbers take the risk and install the first concealed cisterns. Geberit is also not deterred and over the years manages to convince more and more sanitary specialists of the reliability of concealed cisterns.

Before long, a point is reached where a paradigm shift in European bathrooms can no longer be halted. Visible water supply lines and discharge pipes are considered passé and disappear behind the wall. Geberit not only provides the appropriate sanitary technology here but also well-designed installation systems for prewall constructions. Whether in a new or renovated building, bathrooms designed in this way suddenly appear much tidier and cleaner.

**The role of the odor remover**

However, despite sophisticated installation technology for virtually every construction situation, despite possessing a reliable and water-saving dual flush or stop-and-go flush and despite a virtually unlimited service life, the potential of the concealed cistern is nowhere near exhausted. Take for example the unpleasant odor in toilets: The most effective way to remove this odor is at



↑ The Geberit sanitary laboratory in the 1960s with diverse concealed and exposed cisterns. Back then, it was still common for cisterns to be installed in a high-level position.

← The Geberit sanitary laboratory today where testing is carried out, including computer-controlled function and quality tests.

**An icon of reliability**

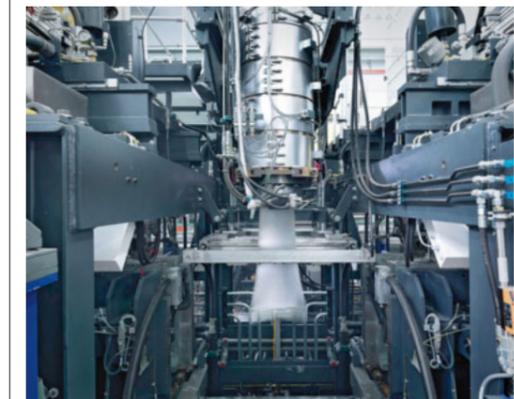
Geberit's polyethylene concealed cisterns have been in use for 50 years. They are manufactured in one single step using the extrusion blow molding process and are completely seamless. Every single cistern is tested at an inspection station to ensure that it is one hundred percent leakproof.

As concealed cisterns have a very long service life, Geberit guarantees the availability of spare parts for at least 25 years for all function-related components. Even today, there are still conversion kits for a stop-and-go flush available for the very first generation of concealed cisterns.



← First-generation Geberit concealed cisterns were made out of polyvinyl chloride (PVC). In the 1970s, the company switched to the environmentally friendly and virtually indestructible material polyethylene (PE).

→ Geberit is the only manufacturer worldwide to produce flush tanks using the extrusion blow molding process – a technique which produces a completely seamless tank in just one single step.





years  
concealed  
cistern

### Concealed cisterns from Geberit

- Seamless cistern, individually tested and guaranteed leakproof
- Tried-and-tested product – installed over 60 million times
- A suitable model for every construction situation
- 25-year guaranteed spare parts availability
- High water efficiency thanks to modern flush technology
- Large selection of elegant actuator plates

the site where it develops, namely in the WC ceramic appliance and when the toilet is being used. However, there is only one way to access this point and that is via the flush pipe, which is why the spotlight is put back on the concealed cistern and it is given an additional role – that of the odor remover. Various Geberit products now feature effective, virtually noiseless and environmentally friendly odor extraction via the flush pipe. Odor extraction in toilets will one day be just as common as extractor hoods above cooking stoves are nowadays.

- ↑ 50 years ago, the assembly of fill valves and flush valves and the final assembly and packaging of cisterns were physically demanding manual tasks.
- ↓ Flush valve production is now a fully automated and demand-driven process.



Another important topic is and remains using water, raw materials and energy as economically as possible, with hygiene aspects such as touchless flush actuation also increasingly gaining in importance. Suggestions and recommendations for improvement from customers have resulted in numerous enhancements in the past and will be continuing to do so in the future. There is thus good reason to be excited in seeing how concealed cisterns develop over the next 50 years. ←

### Freedom of choice

Concealed cisterns need an actuator plate that not only covers the service opening to the cistern but also enables toilet flush actuation. Until the mid-1970s, simply having a concealed cistern was stylish enough, which is why one standard actuator plate model sufficed.

Since then, the bathroom has been transformed from a functional sanitary unit into a comfort zone and wellness oasis. Tasteful design and a high degree of comfort are becoming increasingly important. Geberit's current range of actuator plates thus leaves nothing to be desired in terms of form, color and product materials, as well as additional functions such as touchless operation and an orientation light. Regardless of whether it is made of plastic or a noble metal, all Geberit actuator plates have one thing in common – the workmanship is always of the very highest quality.

## Smaller is smarter.

### Geberit flushing system Omega



The new Geberit flushing system Omega features extra-small actuator plates and a cistern that is available in three installation heights. Depending on the room layout, the high-quality actuator plates can be mounted on the cistern either from the front or the top, thus opening up a whole new world of possibilities in the area of bathroom design.

- Flexible solution for individual bathrooms
- Small, elegant actuator plates
- Three possible cistern installation heights (82, 98 and 112 cm)

## Refined elegance.



### Geberit actuator plate Sigma70

The thin Geberit actuator plate Sigma70 seems to float a few millimeters in front of the wall. Thanks to patented servo technology, a gentle press suffices to trigger the dual flush. The actuator plate is manufactured from a piece of glass or stainless steel and a specialist can manufacture one using other materials on request.

- Unique, internationally acclaimed design
- Patented servo technology
- Can be used with all concealed cisterns from the Geberit Sigma range

# On first-name terms with the market

Technical Advisors on the front line

**They are perfectly networked in the construction industry. Their advice is sought after and respected by planners and architects alike. And they know about building projects before the first plan has even been drawn. We're talking here about Geberit's Technical Advisors.**

In today's residential construction, technical requirements have to be met that really put the expertise of many plumbers to the test. Simply ensuring compliance with current fire protection regulations calls for a lot of expert knowledge. The same applies to sound insulation and drinking water hygiene.

For Technical Advisors such as Roger Bosshard, the increasing complexity in construction certainly has its

positive aspects. After all, his cell phone rings whenever sanitary engineers, plumbers, institutional building owners and architects in the region he is responsible for have reached a brick wall in terms of sanitary technology. As a result, he is often already deeply involved in projects before the first invitations for tender are sent out.

#### Invitation to the laboratory

A typical example of this is "The Metropolitans", 19-story apartment blocks in the north of Zurich. Roger Bosshard was already contacted at an early planning stage by Martin Schulze from Zurich engineers PZM (Polke, Ziege, von Moos AG). As the overall project manager for heating, ventilation, air conditioning and plumbing, Martin Schulze developed the building services concept for both high-rises. He wanted Roger Bosshard to tell him whether the extremely high level of sound insulation demanded by the building owner could be met with the Geberit GIS installation system for sanitary walls.

As a qualified plumbing expert who also works part-time as a specialist teacher and examiner, Roger Bosshard has grown fond of sanitary technology and is happy to put his skills in convincing people to good use. He therefore immediately invited both Martin Schulze and the architects and building owners of "The Metropolitans" to Geberit's building technology and acoustics laboratory. Here, they could all see for themselves that Geberit GIS is a perfectly conceived installation system in every sense of the word. "Not long afterwards, Martin Schulze stated in his invitation for tender that Geberit GIS sanitary walls were to be used in all toilets and bathrooms in the two high-rises," says Roger Bosshard. "But my job was by no means finished yet."

#### In-demand quality work

Among other aspects, the Geberit GIS installation system stands out in that it enables complete sanitary walls to be prefabricated ready for connection. For a project comprising a total of over 450 toilets and bathrooms – many of which are identical in construction – this allows major time savings to be achieved on the building site. The plumbers only have to firmly fix the sanitary walls to the building structure and to connect them to the supply and discharge pipes.

→ At the building site of "The Metropolitans" in the north of Zurich: Martin Schulze, Planner and overall Project Manager for building services (left), and Roger Bosshard, Technical Advisor at Geberit (right), inspect the water supply and discharge pipes installed between thick reinforcement bars. In a few days, this will all be molded into the concrete floor of the seventh story.



↓ At PE Fabrikations AG in Lachen, Switzerland: Managing Director Daniele Porcella (left) and Roger Bosshard (right) discuss the technical details of prefabricated sanitary walls. The walls in the picture are ready to install and simply need to be attached to the floor and wall at the building site before being connected to the supply and discharge pipes.



### The Geberit sales model

Architects, planners or plumbers normally decide which sanitary products are installed in a building. The plumbers responsible for the professional installation of these products order them from a sanitary wholesaler in their region. The wholesaler is supplied directly by the manufacturers, and keeps a sufficient quantity of the more common products in stock so that he can deliver to the plumbers at short notice.

The sales organizations at Geberit deal with these market mechanisms as follows: On one hand, it is necessary to convince the plumbers, planners and architects to use Geberit products. This generates demand among wholesalers. At the same time, Geberit addresses the wholesalers directly. This ensures that the latter also stock sufficient quantities of new products in good time in order to meet the expected demand.

The Technical Advisors from Geberit support all market participants – from the architect, institutional building owner or sanitary engineer to the plumber and wholesaler. As permanent Geberit employees, the Technical Advisors do not work on a commission basis. The focus of their activities lies on providing competent advice rather than on selling.

It is crucial that the specialists commissioned with pre-fabrication work with complete accuracy and deliver on time. Roger Bosshard therefore supported the plumbing company commissioned with installation in evaluating a prefabrication supplier. He was encouraged by the fact that a company won the race that had a lot of experience with Geberit GIS: "Both the prefabrication supplier and the plumbing company have an excellent reputation," he explains. "These are ideal prerequisites for ensuring that everything goes well on the building site and the installed Geberit products work perfectly."

Martin Schulze is also happy with the progress of the project so far. "The Technical Advisors from Geberit are able to relieve us specialist planners of a lot of work, be this as a point of contact for technical questions, in the procurement of the required certificates and documents or in their role as mediators between manufacturers, wholesalers and plumbers." ←

## Rapid connection.

Geberit discharge pipes made of polyethylene (PE) can be connected to one another in a permanent and impermeable manner using, for example, an electrofusion coupler or an electrofusion coupling with integrated thermal fuse. Geberit has developed new tools to help speed up and facilitate the related work on the construction site or in the workshop.

### Geberit pipe scraper



Before welding, the surfaces of the pipe ends have to be scraped as only then can an optimal connection be guaranteed. When it comes to scraping, plumbers often use a robust knife blade. Thanks to the new Geberit pipe scraper, this process is now considerably safer and only requires around a third of the time.

- Enables a safe, quick and precise scraping of pipe ends
- For pipe diameters of between 63 and 160 mm
- Convenient handling, light and compact design

### Geberit electrofusion machine

Whether an electrofusion coupler or a coupling with integrated thermal fuse, the new electrofusion machine is suitable for all applications and pipe dimensions. The machine is easy to use, powerful and makes work on the construction site easier thanks to the remote control. The overvoltage protection, which is built in as standard, ensures safe operation at all times – even when the power is supplied by a generator.

- Suitable for all Geberit polyethylene pipes and fittings
- Simultaneous welding of up to three electrofusion couplers
- Comes with a remote control, overvoltage protection and a robust plastic box



# Ready-to-install Monolith washbasin modules

Focusing on China's middle class



↑ The customer has the choice of three colors and four different washbasins and taps (see also page 5).

**The developers working on the new Monolith washbasin module for the Chinese market had a challenging remit – to design an exceptional, high-quality and space-saving module that can be installed virtually anywhere.**



↑ Residential construction in China – interior fittings for bathroom and kitchen are often the responsibility of the buyer or tenant.

In spring 2012, Geberit launched the Monolith WC module in China. This sanitary module, which was developed especially for the Chinese market and is manufactured entirely in China, impressed from the word go. Quality, form and price are appealing to the design-oriented upper middle class in the major cities.

Although a matter of course for the Chinese market, the fact that the module was offered in combination with a suitable WC ceramic appliance represented uncharted territory for Geberit. Initially offered in three colors and with the choice between two different WC ceramic appliances, additional colors were added to the range within only a few months of the market launch.

#### A remarkable diversity of models

With the introduction of the Monolith washbasin modules, Geberit is now taking things to an all new level. Geberit is once again offering fully equipped, ready-to-install sanitary modules in three colors. Customers can choose between four different washbasins and four wall-mounted taps that can be combined with one another without any restrictions.

Geberit is also adding two new models to its range of WC ceramic appliances, which means that there is now a matching WC module for every Monolith washbasin

module. "Apartments in China are modest in terms of space," explains Roger Wyss, Head of Products Far East/Pacific at Geberit. "The Monolith modules are therefore designed to exude an overall sense of tidiness and modernity – even in confined spaces." As with the WC modules, the design of the Monolith washbasin modules was also developed in close collaboration with the agency Wild Design in Shanghai.

#### Feng shui for the bathroom

In many countries in the Far East, the principles of feng shui – a Chinese philosophical system of harmonizing the human existence with the surrounding environment – are taken into consideration when furnishing an apartment or a bathroom. As bathrooms and WCs are dominated by the element water, these rooms are linked to wealth and finance in feng shui. It is therefore hardly surprising that people want to ensure that the good energies can flow as freely as possible.

"It goes without saying that aspects of feng shui were taken into consideration when developing the Monolith modules for washbasins and WCs," confirms Roger Wyss. "Knowing about the effects that colors, shapes, materials and sounds have on people is very important in China, as is knowing where to place the modules in the room." ←

# "A gateway for innovations"

An interview with a futurologist

When Andreas Steinle talks about the bathroom of the future, it is not a matter of speculation. As the Managing Director of Zukunftsinstitut GmbH in Frankfurt points out in his interview, the world of tomorrow can already be seen today – even if only in very small doses.

→ "If people ask me which sports equipment will be popular in 2030, I have to pass." For Andreas Steinle, futurology and researching trends are all about engaging in a discourse on change.



Your field of research is pretty abstract. How can you study the future?

**We observe and inspect what affects the people of today. The future can always be seen in the present – just in very small doses. As a trend researcher, I do not make speculative predictions – instead I observe and assess change as such.**

Which tools do you have at your disposal?  
**Some developments are so wide-reaching that they define the zeitgeist. We have defined eleven current megatrends that are used as the basis for our studies. These allow us to formulate hypotheses, which we then examine with the help of socioscientific methods such as surveys.**

You focused on the shower toilet as part of one of these surveys – was it an interesting subject to study?

**Most definitely. The shower toilet is an innovative product which arouses curiosity. In addition, the bathroom is also undergoing profound change – a purely functional room has now become a place of relaxation for body and soul.**

Incredibly enough, according to the study, those surveyed stated that, given the choice, they would rather opt for a beautiful bathroom than a beautiful car.

**The urban way of life is the current benchmark and a car doesn't really fit into this lifestyle. That explains why flexible working hours and the chance to work from home are way ahead of having a company car.**

And the bathroom on the other hand is gaining in prestige?

**Absolutely – if I have a top-class bathroom, then I want to show it off. However, there is an ambiguity in the way the bathroom is**

**About Andreas Steinle**  
Andreas Steinle, 43, studied Social and Business Communications in Berlin. He started working at Zukunftsinstitut GmbH in 2005 and has been Managing Director there since 2006. He is the author of numerous publications and has also appeared as a speaker on a wide range of topics. Steinle is married and lives in Schwalbach am Taunus.



What is important to people

An amazing bathroom

51%

An amazing car

38%

An amazing hi-fi/video system

11%

viewed. On one hand, it is a place of sanctuary where I can switch off and relax. On the other hand, it is also increasingly becoming a place for interaction where I can communicate with others and plan the day together when time is short.

According to your study, the "Female Shift" megatrend will permanently change how we live with one another. Can you tell us more about this?

**Couples are faced with an entirely rational decision – whoever earns more usually works full time and does not step back from work as much when children are born. If an increasing number of women become the breadwinner in the family as a result of their high levels of education, more and more men will stay at home with the children or work part time.**

And what are the consequences?

**As men look to increasingly distinguish their role from that of women, things that are taken for granted are being reconsidered. The role of the man in the household is being newly defined. This process is currently under way and companies are already reacting accordingly. Take it from me, it is very interesting to hear the opinions of both men and women on a household product such as the Dyson vacuum cleaner.**

In what way?

**While the focus on engineering prowess and futuristic design makes men's eyes light up with excitement, women find these aspects unimportant. However, in this way a mundane household activity such as vacuuming**

**becomes a statement of male technical mastery.**

Do you think that technical functions will also become increasingly noticeable in the bathroom?

**Most certainly. The bathroom is a veritable gateway for technical innovations. Take for example the electric toothbrush with dis-**

## Megatrends

What are the key issues in society that will concern us in the future? What will turn out to be just a fleeting trend? What lasting leaps in technology will define our everyday life? Zukunftsinstitut GmbH in Frankfurt differentiates between eleven megatrends which define the zeitgeist: Globalization, Female Shift, Connectivity, Urbanization, Silver Society, Neo-Ecology, Health, New Learning, Mobility, New Work and Individualization.

More information is available at → [www.zukunftsinstitut.de/megatrends](http://www.zukunftsinstitut.de/megatrends) (only in German)

## What do people use bathrooms for

Relaxing  
**70%**

Reading, listening to radio/music  
**53%**

Phoning  
**26%**

Having sex  
**24%**

Talking to friends/family members  
**24%**

play, digital bathroom scales and, of course, the shower toilet.

In your study, you mention the "Silver Society" – meaning the increasing proportion of older people in society – as a second important megatrend.

**The decisive aspect for the "Silver Society" is that old age is taking on a whole new meaning. Basically, reminiscing on your life is outmoded, with the senior citizens of today preferring to treat themselves to something nice and healthy after their years of hard work.**

This then reinforces the image of the shower toilet as a practical aid for senior citizens?

**That is not quite what I meant. In my opinion, the most interesting finding from our study is that older, above-average earners have a pronounced interest in innovative technology. As you get older, there is an increased focus on quality and enjoyment of life coupled with a willingness to try out new things in pursuit of these goals.**

However, in old age, enjoyment of life is hard to gain if "Health" – the third megatrend examined in your study – is affected.

**That's true. However, leading a healthy life is about much more than just preventing illnesses. In general, we can see that people are increasingly focusing on their own health. The shower toilet offers many potentially helpful starting points here. ←**

## Surprisingly familiar.

### Floor-standing Geberit AquaClean Sela shower toilet



The elegant Geberit AquaClean Sela shower toilet is now also available as a floor-standing model. The dimensions and the seat are designed to ensure maximum comfort and excellent ergonomics. The connections for the power and water supply and the entire technology are integrated in the ceramic appliance. The gentle, airy shower spray has five intensity levels to choose from.

- Elegant, refined design by Milan-based architect and designer Matteo Thun
- Gentle, airy, body-temperature shower spray
- Straightforward control panel, intuitive remote control
- Hidden power and water supply connections

## Shining star.



### 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



2013



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. ←