

Quality of life

# Design and comfort

A fundamental change in thinking in European bathrooms



↑ Shower toilets are no longer uncommon in the bathrooms of four-star and five-star hotels.

**Given the current state of technology, there are no longer any reasons for a comfortable shower toilet to differ in appearance from a normal, elegant toilet. The AquaClean Sela and the brand-new AquaClean Mera from Geberit are a perfect case in point.**

57 years ago in Switzerland, the first shower toilet was patented. Not that cleaning one's bottom with water was unheard of before this time. Indeed, bidets had long since been a standard feature in bathrooms in countries such as Italy, Spain, France, and Greece as well as in Latin America and several Arab countries. In many other regions, most toilets had a hose that fulfilled the same function.

**A huge success in the Far East**  
The first shower toilets opened up a whole new level of comfort, with the relatively laborious procedure faced by those using a bidet or a hose disappearing entirely thanks

to the automatic shower function. Despite this, the general public in Switzerland and Germany was not yet prepared to spend money on greater comfort and hygiene in the bathroom back then, with a color TV or a vacation in the Mediterranean still very much top of the wish list. As a result, shower toilets led something of a niche existence for many years.

In 1978, the patent protection expired and Geberit launched the first WC enhancement solution with shower function. A short time later, the Japanese manufacturer Toto introduced its first shower toilet. In both cases, the focus was more on functionality

Melanie Winiger, actress, TV host and brand ambassador for Geberit AquaClean

**"I'd rather have a shower toilet than a new handbag!"**



↑ Geberit showcases its AquaClean shower toilets at a range of consumer fairs each year.

than design, with the appliances therefore coming across as technical and bulky. Despite this, shower toilets proved a major success in Japan and Korea, as highlighted by the fact that around 70% of all households in Japan and some 30% of all households in Korea now have one. By comparison, this figure is estimated at barely 10% in Switzerland – the country of its inventor.

**Second generation of users on the way**  
It would be wrong to assume from this figure that the shower toilet business in Europe has not yet really left the starting blocks. Indeed, precisely the opposite is the case. Many European countries have witnessed a considerable gain in momentum in terms of sales performance in recent years and are seeing positive growth rates. Educational work on cleaning with water when using the toilet – an ongoing project and one that was initiated by Geberit – has contributed significantly to this success. What has long since been the most natural thing in the world for Southern Europeans who grew up with a bidet is no longer a taboo in Central and Northern Europe.

A generational effect is also becoming increasingly noticeable. Young people who grew up in a house with a shower toilet do



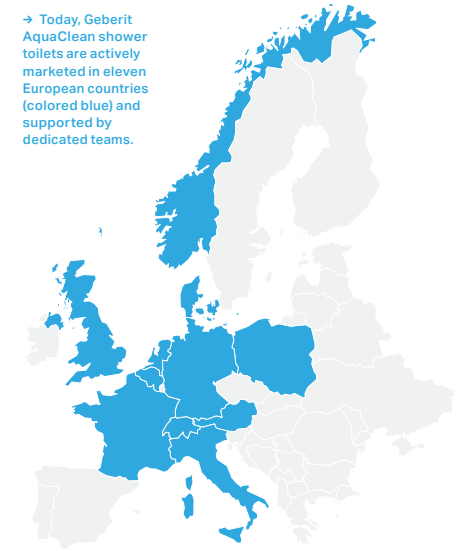
↑ Wholesalers and sanitary professionals also have the opportunity to carefully examine the shower toilet product range from Geberit at various trade fairs and exhibitions.

## European market leader

Today, Geberit is the leading provider of shower toilets in Europe. Those interested in learning more about the Geberit AquaClean complete solutions and adaptable shower toilet seats can now check them out at over 3,500 showrooms and even test them in many places.

To introduce potential end users to the topic of cleaning with water, Geberit employs specialist customer consultants in eleven countries. Together with numerous local AquaClean partners, they presented the AquaClean shower toilets to a large audience at over 1,000 events, exhibitions and consumer fairs in 2014 alone.

→ Today, Geberit AquaClean shower toilets are actively marketed in eleven European countries (colored blue) and supported by dedicated teams.





↑ Just how perfectly design and function can go hand in hand is highlighted by the inner geometry of the new AquaClean Mera. This ensures that flushing of the rimless WC ceramic appliance is quiet, very thorough and does not cause any water splashes.

not wish to do without this comfort when they fly the nest or buy a home of their own. However, they often demand higher standards than their parents did when it comes to the design of their bathroom fixtures.

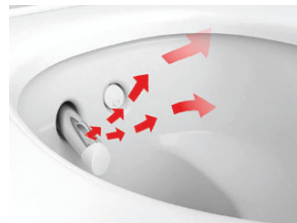
**A great deal of know-how**

A huge amount has changed in recent years, particularly with regard to design. While the first shower toilets were heavy, monstrous appliances, the latest generation of complete solutions is now virtually identical to a normal toilet at first glance – yet contains an incredible amount of technology.

The new Geberit AquaClean Mera, available as from September 2015, highlights this progress in impressive fashion. Virtually unrivaled in terms of comfort functions and refinement, the new shower toilet from Geberit exudes elegance and appears to float weightlessly above the floor. When developing this appliance, Geberit spared no effort and utilized its many years of experience in the shower toilet sector, its broad technical know-how and its thorough understanding of customer needs to the full. ←



↑ Not all shower sprays are the same. Geberit has further perfected the shower experience with its WhirlSpray shower technology.



↑ A dryer function takes the feeling of comfort to an all new level.



↑ Effective odor extraction also adds to the feeling of well-being.

Mia Odermatt, a sales promoter who grew up in a house with a shower toilet

**“A wonderful, practical wellness experience every time.”**

# A masterpiece in function and design



← The remote control is clear and fits comfortably in the hand. All inputs can be made with one hand. One click of a button is all that is required to call up the personal settings.

## The new shower toilet Geberit AquaClean Mera

Featuring the very highest level of technology, design and comfort, the AquaClean Mera shower toilet from Geberit sets new standards in every respect. The design of the compact complete solution impresses thanks to its high-quality materials, soft lines and flowing transitions. The innovative technology inside the shower toilet ensures that electricity and water are used economically and allows users to adjust all functions according to their personal preferences. The shower toilet, which was developed and manufactured by Geberit in Switzerland, will be available from September 2015.

- Hybrid hot-water system for a constant supply of warm water
- Patented WhirlSpray shower technology for a soft, vitalizing shower spray
- Separate lady wash, protected when not in use
- Rimless ceramic appliance with asymmetrical inner geometry for a quiet and thorough flush without splashes
- Automatic opening and closing of the WC lid
- Ergonomic, heatable WC seat made of duroplast
- Built-in descaling system for the spray arm and hot-water system
- Discreet orientation light in individually programmable colors
- Effective odor extraction unit with a durable ceramic filter
- Concealed electrical and water connections
- Suitable for all Geberit installation systems and Monolith sanitary modules



↑ Thanks to its state-of-the-art technology and excellent design, the Geberit AquaClean shower toilet is very compact. The chrome-plated design cover (also available in white) creates the impression that the appliance is floating.