

HIGHLIGHTS OF THE BUSINESS YEAR 2019



CONSOLIDATED EXPERTISE

The bathroom series Geberit ONE combines Geberit's know-how in sanitary technology and ceramics expertise while offering an appreciably better quality of life. In concrete terms, this means greater cleanliness, more space and greater flexibility. Sanitary professionals benefit from increased planning reliability and more efficient workflows. → [Learn more](#)



LEADING BRAND

Keramag becomes Geberit: In Germany, Austria, Belgium, Switzerland and numerous Eastern European markets, all of the Keramag products in more than 3,000 showrooms at wholesalers and installation companies were replaced with identical products bearing the Geberit logo. This brand harmonisation will be continued in France, Italy and the Netherlands in 2020. → [Learn more](#)



SAVES SPACE AND TIME

SuperTube is a space-saving alternative to the conventional discharge stack layout seen in high-rise buildings. Thanks to the unique way in which the water is guided, SuperTube ensures a continuous column of air throughout the discharge stack – including in horizontal pipe sections. This renders the installation of a separate ventilation pipe in the discharge stack unnecessary. → [Learn more](#)



SUPPORT AND INSPIRATION

Whether in the office, at the warehouse or on the construction site, sanitary engineers, wholesalers and plumbers have been benefiting from an increasing number of high-performance apps, plug-ins and other digital aids for many years. Geberit now also offers increasingly sophisticated solutions to the end user, including the possibility of designing their dream bathroom on screen. → [Learn more](#)



TAPPING THE FULL POTENTIAL

When it comes to sustainability, resource-saving and durable products have been key at Geberit for decades. There is also a focus on the ongoing reduction of energy consumption and CO₂ emissions. → [Learn more](#)



BETTER BATHROOMS – BETTER LIVES

A new digital advertising campaign entitled “Better bathrooms, better lives” was launched in October in Germany, Austria and Switzerland. The campaign is aimed at end users and focuses on six of their key requirements – cleanliness, accessibility, optimisation of space, comfort, design and user-friendliness – together with the corresponding solutions offered by Geberit. → [Learn more](#)



REACHING NEW HEIGHTS WITH WOOD

When it comes to high-rise buildings made of wood, particular attention has to be paid to the topic of building statics – including sound insulation. In the Finnish town of Joensuu, answers were found for the specific challenges seen when building with wood. These included the use of innovative technical building system solutions in the 14-storey building. → [Learn more](#)



BREAKING NEW GROUND

In 2019, Geberit supported the renovation and construction of several schools in Cambodia. In November, a team comprising ten Geberit apprentices from Europe and two coaches travelled to South-east Asia to help with the construction work, particularly with the construction of the new sanitary facilities. → [Learn more](#)