

Geberit hopes to win employees over for climate protection

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Private households are responsible for two thirds of the climate-damaging carbon dioxide (CO₂) emissions in Switzerland. Together with CO₂ Monitor, Geberit is launching a climate project which is calling on the employees to participate voluntarily in climate protection by means of an easy-to-use platform with which CO₂ emissions can be calculated and reduced. Geberit is the first internationally active industrial company to participate in the CO₂ Monitor.

In 2007, Geberit launched a Group-wide CO₂ strategy involving measures for reducing CO₂ with electricity, combustibles and fuels. With the CO₂ Monitor, Geberit wishes to take a further step, to sensitize employees to the issue and motivate them to participate voluntarily. The campaign provides concrete tips on where and how one can save on an everyday basis: e.g. by adopting a more economic driving style, by heating efficiently, by switching devices off instead of using standby mode, etc.

In the password-protected area at www.co2-monitor.ch, employees can set up an energy account and monitor their own personal CO₂ balance sheet. The launch of the CO₂ Monitor is supported internally by information events, roadshows, the employee magazine, newsletters and team competitions.

"Geberit has set itself high goals in terms of the CO₂ balance sheet. Primary concentration is on savings connected with the manufacturing of products, with production and with procurement. We are now hoping to win our employees over for climate protection with the CO₂ Monitor," says Albert M. Baehny, Chief Executive Officer (CEO) at Geberit AG.

Following roadshows at the five Geberit sites, more than 350 employees have already set up a CO₂ account.

For further information, please contact:

Geberit AG
Schachenstrasse 77, CH-8645 Jona

Roman Sidler, Corporate Communications

Tel. +41 (0)55 221 69 47

As the European market leader in the field of sanitary technology, the Geberit Group is a global provider with sales of CHF 2.5 billion. It employs 5,700 people in 40 countries around the world.