Geberit Monolith for washbasins

Innovative design for the bathroom

Emerging Markets

The new Geberit Alpha line captures the Indian market
Water is the source of our inspiration.
Innovations are the central success factor for Geberit. Each year, two or three important innovations are put on the market. In addition, the existing products are continuously developed further and improved. The present magazine is to give you an overview of the new products that Geberit will be launching on the market in the course of 2012.

The spectrum of development tasks at Geberit is considerably larger today than it was a few years ago. New and further developments of the traditional product lines are still at the forefront; however, the trend towards more comfortable bathrooms places new demands on sanitary technology. In accordance with the changing customer demands, the aesthetics and attractiveness of the products is playing an increasingly important role. Design innovations have become more important, along with technical innovations, and have become an important cornerstone of product development. Geberit is increasingly also offering products that make a convincing statement about comfort and design in front of a wall.

But it’s not just about product design and style. Geberit is also increasingly investing in adapting products to the requirements of the strongly growing markets in Asia. The Group is reacting to the great potentials of these markets with regional-specific solutions as well as a presence with local added value. Many projects are realized in a cooperation between the local competence centers and the headquarters in Switzerland.

The economical use of resources is also part of the Geberit corporate identity. Consistent ecological design sets new standards and thereby provides the foundation for sustainable construction. The reduction of water consumption is always a main focus during the product design phase. In addition, the aspect of sustainability plays a decisive role even in the selection of product materials and production processes. The recyclability of the products is taken into account from the very beginning of development. Only products that fulfill the strict sustainability criteria in addition to the proven Geberit quality and reliability are put on the market.

2. With a magical effect of depth and touch-free – the new Sigma80, for those who want the very best.
Bundled uses, impressive design. Geberit Monolith sanitary modules.

A sustainable solution with sophisticated technology. Self-sustaining power supply

Design innovation and high-tech solution. Geberit Sigma80

Developed for the Indian market. Geberit Alpha line

A unique product for China. Geberit Monolith for WCs

Sturdy press connections. Geberit Mapress

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The Geberit Monolith sanitary modules set new accents in the bathroom. What began two years ago with the Monolith for WCs has now grown to an entire product family and impresses with innovative stylistic elements.
The new Geberit Monolith sanitary modules bring in a modern touch to the bathroom. The Monolith for washbasins looks good and provides enough space for bathroom utensils.

What does a person need when he or she is standing in front of a washbasin? First of all, flowing warm and cold water as well as soap and a towel of course. Then come things like toothpaste and toothbrush, moisturizing cream, shaving brush, mascara and makeup remover. All of this has to be put somewhere.

With the Geberit Monolith sanitary module for washbasins, a new solution for this problem is coming on the market that is not only practical but downright attractive. And which elegantly solves a few technical challenges at the same time. The Monolith for washbasins combines all the functions and the entire sanitary technology of a washbasin in a single unit made of high-quality product materials. All modules of the Monolith family offer the greatest possible freedom in selecting ceramic appliances. You can attach nearly any washbasin available on the market to the Monolith for washbasins. As with the Monolith for bidets and the Monolith WC models, the front plate of the Monolith for washbasins is offered in the colors black, white and umber.

**A well thought-out division**

In order to take full advantage of the sanitary module for washbasins, Geberit additionally offers drawers and towel rails. The drawers are located on the left and right side of the sanitary module. They are released from their catch by slightly pressing on the lateral aluminum frame and provide space for all kinds of care products due to their well thought-out division. The double towel rail, manufactured by EMCO (“Loft” series), can be attached to a preinstalled rail on the left and/or right side of the washbasin. It is available in two lengths (31 cm and 41 cm) and can thus be adapted to the depth of the washbasin.

Design: Tribecraft, Zurich

Design prizes:

Geberit Monolith for WCs: iF product design award 2010; Plus X award, best product of the year 2011

Geberit Monolith for washbasins: iF product design award 2012
**Combined benefit**

A modern bathroom has to offer some benefit: washbasin, shower, WC and – if the available space is sufficient – a bathtub as well. In addition, the bathroom should be comfortably furnished and able to be kept clean with a minimum of effort. In order to make this all possible, Geberit has developed innovative technology in the past few years to supply necessary things such as water supply lines, cisterns, drains and everything else safely and invisibly behind the wall.

With the Monolith sanitary modules, Geberit now offers further stylistic elements to satisfy today’s expectations for a bathroom. The different usage areas of a bathroom are combined into convincingly designed modules. This will be explained briefly using the sanitary module for washbasins as an example:

Functions such as deposit surface, storage space and towel rails as well as all the technology for fastening, water supply connections and trap form an elegant unit that can be equipped with numerous commercially available automatic taps and washbasins. The same philosophy is behind the modules for a WC or a bidet. Due to the use of the best product materials and a top-class workmanship, the Monolith sanitary modules have a high-quality appearance even when viewed up close.

The fact that these new stylistic elements capture the spirit of the times is also demonstrated by the various design prizes that the Geberit Monolith sanitary modules have been awarded to date.

**Simple installation**

The Monolith for washbasins is prepared in such a way that it can be connected to the existing connections for hot and cold water as well as the drainage pipe without much adaptation work. All Geberit Monolith sanitary modules are basically designed so that they can be mounted by a single plumber within a few hours. The washbasin module is no exception. Thanks to its modular structure, it can also be easily carried up a staircase by a single individual. The installation at existing connections does not normally require any chiselling work and therefore produces hardly any dirt or noise. For this reason, the Monolith sanitary modules are also especially suited to sensitive bathroom renovations.

**Matching supplement to the Monolith for washbasins**

With the module 114, Geberit now also offers the proven Monolith sanitary module for WCs in dimensions that are adapted to the Monolith for washbasins. Installed next to each other, the two sanitary modules look like a single piece due to their common height of 114 cm. With its revised proportions, the Monolith WC model 114 is also particularly well suited to large WC ceramic appliances and goes perfectly with Geberit AquaClean, the toilet that cleans you with water. The design, product materials and inner workings of the larger Monolith sanitary module for WCs are identical to those of the little brother, the model 101. Both models are suitable for wall-hung as well as floor-standing WC ceramic appliances and contain an environmentally friendly dual flush.

**Like twins**

The Monolith for bidets rounds off the Geberit Monolith family. This sanitary module can be combined with most floor-standing or wall-hung bidet ceramic appliances. A towel rail is also integrated. The installation can be done as easily as with all other Monolith sanitary modules. In respect to its dimensions, the Monolith for bidets is identical to the Monolith WC model 101.
Perfect interaction of form, function and quality

Tom Stäubli and Daniel Irányi from the Zurich design office Tribe-craft have designed the Geberit Monolith family. They explain the special features of the new sanitary modules in the following interview.

The Monolith is an innovation and novelty in the bathroom area. What was the greatest challenge for you during the design phase?

Daniel Irányi: We wanted to break up the spatial structures present in the bathroom with the Monolith. The cistern and now also the washbasin and the bidet are to play a new role. For this reason, we gave the Monolith a completely new position. In respect to design, there were several solutions for designing the product as a piece of room furniture, for example asymmetrically or as a sideboard. However, Geberit wants to put products on the market that have a universality and have not been designed for a single specific design situation. The Monolith consistently meets this requirement. The Monolith for WCs, washbasins and bidets is extremely narrow yet still integrates the technology. This product has perfectly succeeded in combining form, function and quality.

What inspired you to the special Monolith shape?

Tom Stäubli: The Monolith is aesthetically very restrained. However, it can still be used to set stylistic accents in the bathroom. In order to achieve this, we worked and filed away at the proportions for a long time. We made sure that the Monolith can flow around each of the ceramic appliances. The total volume and the glass surface had to match. Glass is the ideal material for the Monolith because it is high quality and hygienic and is easy to process. In addition, it reflects the ceramic appliance in front of it, which gives an impression of depth. This emphasizes the fact that they are two different elements that belong together and harmonize.

How do the Monolith bathroom modules complement each other?

Tom Stäubli: The modules are a product family. However, just as not all members of a real family all look the same, the individual sanitary modules also have their characteristic differences. They have a different task, depending on the product. This should be reflected in the design.

Daniel Irányi: The Monolith family is a subject that is also interesting from an interior design point of view. You can play with the Monoliths. Each individual product has to function by itself, though. The Monolith sanitary modules are architectural elements in space, in front of which other products such as a washbasin or a WC ceramic appliance can shine. The glass surfaces are the stage on which the individual elements perform.

In addition to black and white, theumber has now been added as a warm gray/brown shade. Why did you decide on this particular color?

Tom Stäubli: Black and white are monochromatic colors that are suitable for many situations but not necessary for a warm environment. Umber on the other combines well especially with warm color shades and with wood. Umber can also be used to set an accent with a warm shade in a monochromatic bathroom and thereby enhance its value.
Sustainable know-how

An intelligent micro power plant
Self-sustaining power supply for touchless taps

The touchless Geberit lavatory taps type 185 and 186 are environmentally friendly products awarded with the WELL label that ensure economical water and power consumption. Previously, the lavatory taps were conventionally fed via power supply system or battery. Starting in 2012, a new generator unit will ensure that the lavatory taps can also be supplied with current in a sustainable way and function self-sufficiently.

One response to climate change and the waste of natural resources are so-called “green buildings” that must meet sustainable criteria such as conserving resources, quality of life as well as acoustic insulation and fire protection. Along with this development, ecological products are increasingly demanded or already required in construction. In the USA, for example, the use of self-contained solutions is already prescribed for new buildings in many projects. With the touchless lavatory taps type 185 and 186, Geberit has already been offering environmentally friendly products that reduce water and energy consumption for several years. In contrast to one-handle mixers and self-closing taps, the lavatory taps with the water-saving label WELL (category A, 6 stars) ensure an efficient consumption due to their control electronics. Water only runs when needed and only as long as actually required.

Green Flagship with sophisticated technology
Until now, Geberit lavatory taps have been supplied via the power supply network or with batteries. This will change starting this spring. Geberit will then be introducing a self-sustaining generator that supplies the lavatory taps with power in a sustainable way using sophisticated technology. Like a small hydroelectric power station, the generator uses the pressure of the tap water to generate the required current and makes the electronic lavatory taps independent of the mains current. The energy produced during operation is stored in a rechargeable battery that supplies the lavatory taps with energy over a long period, eliminating the entire standby consumption of a power supply unit as well. The micro power station is suitable above all for public and semi-public areas where touchless lavatory taps are used for environmental and hygienic reasons, such as airports, stadiums, schools, museums and other highly frequented buildings.

The new product has only benefits for plumbers as well. The generator eliminates the need for the pipelines and power outlets required for a mains version. Planning and installation of the generator is thus very simple. Due to the use of high-performance rechargeable batteries with a service life of at least ten years, regular battery changing is no longer necessary. As a result of the longer maintenance intervals, the maintenance costs can be reduced, and in many cases, service trips and battery waste can also be avoided.

The self-sustaining power supply consists of a compact technology unit, enclosed in a white plastic covering. The product design was developed by the renowned Zurich design office Tribecraft. “The cover has an
management that meaningfully integrates use, ecology and practical installation in one device.

The self-sustaining power supply will be available on the market in a package with the Geberit lavatory taps type 185 and 186 starting on April 1, 2012 and supplements the current range of mains current and battery versions. Already installed lavatory taps of the type 185/186 can be retrofitted with a corresponding retrofit set without much effort.

elegantly restrained design and communicates in a high-quality way what is behind it. The central round element in the middle signals where the turbine is located,” is how Daniel Irányi and Tom Stäubli from Tribecraft explain their design. The technology has been optimized to the extent that a very narrow, user-friendly cover could be created and the connections can be easily accessed by a plumber. Furthermore, the product is designed so that all elements can be separated and recycled. The new generator is based on intelligent energy

The self-sustaining power supply of Geberit is primarily suitable for public and semi-public sectors.
Don’t touch me!

Geberit Sigma80 for the most exacting demands in terms of design, hygiene and convenience.
The actuator plate Geberit Sigma80 has been designed with the spoiled eye in mind: It is not more than a seemingly levitating, black or mirrored glass plate of magic depth. And not less. Any fingerprint on its surface would interfere with the reflexions of lights and shadows. Fortunately, the plate functions in a touchless mode only.

Imagine you’re in the WC area of a bathroom. An elegant black glass plate adorns the wall above the WC ceramic appliance. As soon as you go near it, it springs to life and lets you know what it’s doing by means of subtle light fields. When you hold your hand in front of one of these light fields, it triggers the toilet flush. Not only that, but once you have left the WC area, the control electronics integrated behind the glass plate switch back to standby mode and the light fields disappear. That’s a somewhat simplified description of how the Geberit Sigma80 touchless actuator plate works.

Individual setting
Many functions of the actuator plate can be individually set and changed. For example, it is possible to determine with a few hand movements whether the two LED light fields are to light up permanently or only when the sensors of the plate detect that the WC is being used. In order to coordinate the colors of the light fields with the decor and personal taste, there are five different color shades available that can be easily selected by the user. “We have defined a range of colors that go with many different bathroom decors. At the same time, the color also conveys the technical intelligence of the product,” explain the designers from Tribecraft who designed the Sigma80. Furthermore, the Sigma80 can be programmed so that the flush is automatically activated after every toilet use. And finally, the plate offers a cleaning mode in which all functions are temporarily stopped. This prevents the flush from being inadvertently activated while the toilet and glass plate are being cleaned. The Sigma80 is ideal for private residences with superior interior fittings as well as for semi-public areas such as hotels and office buildings. Sigma80 is available in black and metal-coated versions.

A hand signal suffices
As with all actuator plates from Geberit, the installation of the Sigma80 is also easy and well conceived from start to finish. Assuming that it had been taken into account in time that the Sigma80 has to be connected to the power supply system. The glass plate does not have any mechanical buttons. The Geberit Sigma80 is designed for operation of a dual flush. Instead of two differently sized buttons, the actuator plate has two differently sized light fields. To activate a flush, it is sufficient to give a short hand signal in front of the larger or the smaller light field. Everything else is done by the servo technology integrated in the plate.

The color of the LED light can be changed with a few simple movements of the hand.
New edition of a classic

The more successful a product is, the more carefully it has to be maintained: With this in mind, Geberit has subjected the Samba actuator plate to a gentle modernization. As the successor model, a new actuator plate will be launched on the market under the name Geberit Sigma01 and will completely replace the Samba. Like its predecessor, the Geberit Sigma01 actuator plate will also be offered in numerous color variants. For activation of the dual flush alone, there are 13 different versions available. The assortment also includes three different versions for urinal flush control. As with all actuator plates of the Sigma series, the Geberit Sigma01 fits the Sigma concealed cisterns.

Trendy stainless steel

The Geberit Sigma20 actuator plate for dual flush is now offered in an especially high-quality version made of stainless steel. The surface of the plate and the buttons have an easy-to-clean coating. For public facilities, Geberit offers the actuator plate in a version that can be locked with screws. The Geberit Sigma20 fits perfectly in bathrooms and WC facilities in which other stainless steel appliances are installed.

New products for the Geberit shower element

After the successful launch of the Geberit shower element, two new products have now been added to this product group. As a supplement for solid construction, the Geberit shower element is now also offered as a Geberit Sanbloc. With this addition to the product range, Geberit is reacting to the desire of plumbers to be able to rely on the extensively proven Geberit Sanbloc elements for the area of solid construction. Parallel to this, the Geberit shower element is supplemented by a further new product for vandal-resistant requirements. A ready-to-fit set that can be locked with screws supplements the four already available ready-to-fit sets.
Emerging markets

The ideal product

The Geberit Alpha concealed cistern captures the Indian market

Geberit has been present in India with top products in the premium segment since 1999: in a country that, next to China, is among the nations with the highest growth rates. With growing prosperity, the middle class will be increasing several times over in the next years. A class that strives for a better lifestyle and higher standards of living and is able to acquire real estate. In megacities such as Mumbai, Bangalore and Pune, countless giant apartment blocks are being built with up to several thousand privately owned condominiums that are sold with finished sanitary facilities.

“We want to open up this expanding area and have developed the ideal product with the new Alpha concealed cistern,” explains René Mächler, Head of International Marketing and Product Management at the responsible Geberit export company. Until now, simple flushing valves and large pipelines have been offered in this segment in India, cheap solutions that also cause a lot of noise. “The Geberit product, on the other hand, is considerably quieter and more efficient than conventional Indian flushing valves. In addition, the concealed cistern requires smaller piping systems and a lower water pressure. Previously, there has not been anything comparable in the Indian market with its special circumstances,” says René Mächler. The new concealed cistern covers the majority of the possible sanitary applications that exist.

Adapted to local needs

With the Alpha line, Geberit will be offering a product starting in 2012 that has been explicitly adapted to the needs of the Indian middle class in terms of function, appearance and pricing. The new cistern offers the reliable Geberit technology packaged in an attractive design. Alpha has a dual-flush actuation (3 and 6 liters) that protects the environment and water resources. The Geberit Alpha concealed cistern is manufactured in India for the Indian market at a newly constructed production site of Geberit (see Infobox).

In addition to the technical advantages, the Alpha line also gives bathrooms a stylish design. The Alpha10 and Alpha15 actuator plates fit perfectly in modern bathrooms and can be combined with very different styles due to their clean, tasteful design. The plates are available in three different versions: white, matt chrome-plated and bright chrome-plated.

New production plant

Geberit is building a new production plant in the industrial zone of Pune, 170 km southeast of Mumbai, India. All of the suppliers necessary for the production of the Geberit products are also located in this industrial zone, which is considered the best developed one in India. The construction of the new location began in late 2011. The building, in which initially 25 employees will be working, will be completed in the course of 2012. At the end of the next year, the production of the new Alpha cistern will begin. Until then, the products of the Alpha line will be manufactured at other Geberit production plants and delivered to India. The Alpha line will be available in Indian stores starting in mid-February 2012.
A design solution for China

Geberit launches the Monolith sanitary module for WCs in the Middle Kingdom

Next April, Geberit will be launching an exposed cistern with matching ceramic appliance on the market that has been specially developed for China. With its modern design and excellent flush performance, the Geberit Monolith sanitary module for WCs is unique in its segment and appeals above all to the younger group of buyers in the up-and-coming middle class. The product is adapted to local requirements in respect to price and technology, and it is manufactured in China.

Geberit intends to conquer the fast-growing market in China with a new product: The Monolith for WCs that has been specially adapted for the requirements of the Chinese market offers first-class quality and meets high functional and aesthetic demands. The product closes the gap that exists between traditional WC ceramic appliances in front of the wall and integrated concealed installations.

Comprehensive market studies
The Monolith for WCs is primarily directed at the younger group of buyers of the up-and-coming middle class between 30 and 50 years old, for whom quality, functionality and a good brand play an important role.
Geberit know-how transfer

Geberit is increasingly adapting to the large markets in Asia. This makes specific products and a local presence with value creation necessary. In the development process, many projects are developed in a cooperation between the local competence centers and the headquarters in Switzerland. An international and intercultural project team was assembled to design the Monolith for WCs for the Chinese market. Project management and product management were directed from Switzerland. The “Research and Development” division in Jona supported the competence center in Shanghai in developing the new product. Frame, glass and mechanical components are already being produced locally at the Shanghai factory. The complex flush technology continues to be supplied from Switzerland.

And are also open to trends, modern design and fashion and want to document their good taste with selected products. “We have arrived at this knowledge through comprehensive market studies that we carried out in Beijing, Shanghai and Guangzhou. Younger people prefer the sanitary module because it is a well-designed, trendy and simultaneously first-class product with which they can show their individual taste. And because it practically fits any interior decor,” explains Roger Wyss, Head of Products Asia Pacific, about the in-depth research of Geberit. “Furthermore, there is nothing comparable on the market. The Monolith for WCs is unique in China.” The new sanitary module is completely assembled at a separate factory in Shanghai (see Infobox).

China – the world’s second-largest economic power – is developing into the third-largest market for the consumer goods area, accompanied and promoted by an enormous construction boom. Along with the growing prosperity, the upper middle class in large cities can increasingly afford their own homes as well. The average middle class family generally consists of five people – mother, father, one child and the parents of the father – and has a total gross living space of 80 m². The bathrooms are around 4.5 m² large and are multifunctionally equipped. Saving space is the main challenge. The new Monolith for WCs is the perfect solution for these requirements, since it takes up considerably less space with its ultra-narrow, coated metal frame than a conventional exposed cistern.

Innovation on the Chinese market

The apartments, located in huge building complexes, are bought by the owners when just the bare brick work has been completed and then completed by specialized firms. In the sanitary area, only the connections are present in 90 percent of these apartments. The connections for the WCs are merely a hole in the floor that is between 30 and 40 centimeters away from the wall. The design answer to this is coming on the market with the Monolith for WCs: It can be simply placed in front of the wall; the corresponding ceramic appliance fits exactly on the hole in the floor. Thanks to its pre-mounted parts, the Monolith and ceramic appliance can be easily installed by the usually untrained plumbers in a few steps. Structural alteration measures are not necessary. The Monolith is equipped with a dual flush (4.5/3 liters) that can be used to regulate and reduce water consumption. Environmental awareness is increasing in China as well. Solutions that help to save water are more and more in demand. The flush is also much more quiet than with other cisterns.

The Monolith is sold as a package together with the matching ceramic appliance, which is offered in two different designs: the more elegant version AVA and the slightly more dominant version VEX. The glass front is available in the colors black, white and red. “The Monolith for WCs is a breakthrough in respect to design, function and material in the Chinese sanitary area. Our main message is: The Monolith for WCs can be used anywhere. It is modern and stylish, fits in practically any bathroom and represents the proven Geberit know-how,” summarizes Roger Wyss and looks ahead to the upcoming launch of the new bathroom highlights with confidence. 

† The monolith for WCs is unique in China. It can be used anywhere and fits any interior decor.

In 2012, Geberit will also be launching the Monolith for WCs in six additional countries: South Africa, India, Turkey, the Ukraine, Romania and Mexico.
No compromises

Even tougher press connections
Improved seal ring for Geberit Mapress

Geberit Mapress is a universally usable piping system. It fulfills high expectations in terms of stability, temperature and pressure and is the convincing solution for all applications in residential, office and industrial buildings.

The Geberit Mapress system pipes are connected safely and tightly with press fittings. Equipped with a seal ring, the press fittings are pushed over the pipe ends and then pressed using a special tool. Both the fitting and the pipe take on the same shape when pressed. This achieves the necessary mechanical stability for the connection. The seal ring in the flange-shaped end of the pressfitting is also shaped, meaning that the connection is permanently tight.

To date, the Geberit Mapress system contained four different, application-specific seal rings. At the factory, the press fittings were equipped with a black seal ring for the main applications “potable water, heating, cooling” or the yellow seal ring for gas pipes. For the other applications, the seal rings in the fittings needed to be exchanged prior to installation.

State-of-the-art product materials
Geberit now offers a uniform, blue-coated seal ring made of a specially developed fluoroelastomer for the applications “solar systems” and “mineral oil, heating oil, air-containing oil, as well as other industrial mediums”. This modern product material demonstrates a high chemical and temperature resistance of −20°C to +220°C and offers an even higher level of safety than the previous rings. Geberit will provide all press fittings for the applications “solar systems” and “industry” at the factory with the new blue seal rings. This saves the plumber time during installation. And to reduce any risk of confusion, these fittings are closed with black instead of white or yellow caps.
Light, handy and reliable

Geberit supply pipes require professional tools. The legendary reliability and ease of use of the Geberit pressing tool series ACO and ECO make a decisive contribution to the success of the Geberit Mepla and Mapress pipe systems.

With the new battery-operated pressing tool, ACO 102, Geberit now offers the plumber an especially handy, versatile and lightweight device. Thanks to its mere 1.7 kg in weight and a pressing head that can be turned through 180 degrees, working with this pressing tool is enjoyable, even when the working space is narrow and access to the pipes is limited. Using this device, Geberit Mapress pipes with diameters of 12 to 28 mm and Geberit Mepla pipes with diameters of 16 to 40 mm can be securely pressed.

The Geberit pressing tool ACO 102 is equipped with a cutting-edge, high-performance rechargeable battery. Electronic monitoring makes sure that each pressing sequence is fully completed before the pressing jaw can be reopened.

The pressing tool Aco 102 for Geberit Mapress and Geberit Mepla pipe joints.

Roof outlet for gutters

The Geberit Pluvia roof drainage system is already successfully employed on every continent in the world. For Geberit, this is the perfect reason for constantly enhancing the system with new or improved products.

The most recent example of this form of system maintenance is the Geberit Pluvia roof outlet with a flange for gutters. Thanks to its minimal dimensions, the Pluvia roof outlet has been in use for many years for draining roof gutters. To date, it was only possible to create a leakproof and durable connection between the metal gutter and the roof outlet using soldering or welding. Now, Geberit offers a flange gasket for the Pluvia roof outlet for gutters, which makes this demanding connection work redundant. The seal is made from a special elastomer, the elasticity of which does not require softening agents and is resistant to ion exchange with metals. This makes the seal particularly durable.

The Geberit Pluvia: Tried-and-tested roof drainage technology using negative pressure.

Outlook

What trends are emerging in the bathroom area?

The fact that bathrooms are developing into a pure wellness zone is nothing new. However, the trend has now reached general residential construction. More bathrooms are being planned per residential unit in more and more residential buildings. The trend now goes so far that one bathroom is calculated per bedroom. At the same time, design is playing an increasingly important role.

On what areas will Geberit be focusing in the future?

The internationalization of our company is one of our main priorities. In this respect, our focus is clearly on India, Russia and Asia. At the same time, we are continuing to promote the development of innovative products and systems for the “emerging markets.” However, we are also setting clear priorities in the development of specific products and systems for “green buildings.” In addition, the European-wide marketing of Geberit AquaClean is at the center of our future activities. And, in accordance with our goals, we are naturally always working on a continuous process optimization and further profitable growth.

Geberit is one of the world’s most sustainable companies. With what specific projects is the environmental strategy being expanded further?

The consistent reduction of CO₂ emissions is one of our most important environmental strategies. In the Group, we are working intensely on the question of which measures we can use to reduce CO₂ emissions even further. In addition to this, sustainable procurement is an important project as well as “green logistics”, which has been established as a permanent element of the Geberit sustainability strategy. The use of energy in general is also one of our central topics. Our goal is to consume even less energy and use more green energy instead.