

KNOW -HOW

CUSTOMER MAGAZINE
AUTUMN 2024

■ GEBERIT
150
YEARS
OF TOMORROW

WATER CONSERVATION MADE EASY
BEAUTEOUS
WATER-SAVING WCS

PRODUCT PACKAGE
REDUCTION WITH
GEBERIT'S
RIGHT-SIZING
PACKAGING
OPTIMISATION



ON THE COVER

The new Geberit AquaClean Alba shower toilet is pleasantly simple – when it comes to installing it as well as using it.

CONCEPT/DESIGN/REALISATION

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Mark Schurr
Managing Director

DEAR CUSTOMERS,

150 YEARS OF TOMORROW – GEBERIT WILL BE CELEBRATING ITS 150TH ANNIVERSARY IN 2024.

Many moons ago, leading up to today, the company has repeatedly set standards – then, now and in the future. This magazine takes a look back. A look at the highlights of product development, from wooden cisterns to high-performance drainage systems. From the water-saving flush valve to the most modern shower toilet.

But we certainly don't want to rest on our laurels in our anniversary year. Quite the opposite, as our 2024 innovations show. A new, elegant shower toilet for beginners, for example, is set to usher in a new era of water-based cleansing in the bathroom. Despite its affordable price, it does not miss out on high-quality functions such as the powerful TurboFlush flushing system or the pleasantly soft WhirlSpray shower spray.

Other innovative products – from bathroom furniture to piping systems – complement the portfolio and prove that even after 150 years, Geberit continues to improve product quality in the bathroom, simplify installation and optimise the impact on the environment.

I hope you enjoy browsing through this magazine.



The founding family: Albert Gebert with his wife Josefina and their two sons Albert Emil and Leo, shortly after 1892.

A LOOK BACK

150 YEARS OF GEBERIT: A FUTURE WITH TRADITION

Founded in 1874, Geberit achieves its big breakthrough with the first cistern made of plastic in 1952. Even back then, the company is one of the pioneers of the sanitary industry. The innovative products for sanitary technology and the bathroom continually set new standards. Find out more about the most important milestones from the company's 150-year history.

GEBERIT THROUGH THE YEARS

- 2021 Geberit FlowFit
- 2019 SuperTube
- 2017 Geberit Southern Africa moves to Linbro Park, JHB
- 2015 Acquisition of the Sanitec Group
- 2012 Geberit Southern Africa moves to Woodmead, JHB
- 2007 Establishment of Geberit Southern Africa
- 2004 Acquisition of Mapress
- 1999 IPO
- 1996 Duofix installation system
- 1990 First environmental strategy
- 1989 First acquaintance with Mepla
- 1989 Sound-insulated discharge pipes
- 1984 Flush-stop set
- 1979 Siphonic roof drainage
- 1978 First shower toilet
- 1975 First installation system
- 1971 Sovent in PE
- 1966 PE pipes
- 1964 Concealed cistern
- 1956 Technical Advisory Services
- 1956 PE trap and drain assemblies
- 1955 Expansion to Germany
- 1953 The third generation
- 1952 PVC cistern
- 1905 Phoenix wooden cistern
- 1874 Company founded

1905

THE PHOENIX

In 1905, Albert Gebert invents the Phoenix, the first cistern manufactured in Switzerland. The wooden box is lined with lead, the fittings are made of brass and lead. Albert develops the cistern because he reproaches himself for not having undertaken anything "to combat the bacterial carrier" of diphtheria, from which three of his children died. At the time, it is not foreseeable that wooden cisterns will become a growth driver for the company.



1953

THE THIRD GENERATION TAKES OVER

In 1953, Heinrich (1917–2007) and Klaus (1926–1998) take over the management of the company. Heinrich is the extroverted salesman, Klaus is the quieter of the two. Following the wave of success of the plastic cistern, the two build the family-run company into one of Europe's leading sanitary technology groups. Klaus is the last member of the family to retire from operational business in 1991. In 1997, the Gebert family sells the company to English investors.

1964

THE FIRST CONCEALED CISTERN

A masterpiece is achieved in 1964 with the development of a plastic cistern that can be installed behind the wall. The construction is reliable, the filling process quiet and the material resistant to ageing and corrosion. By hiding the technology behind the wall, the concealed cistern changes the appearance of bathrooms all over the world which take on an increasingly homely character. Today, the concealed cistern is pre-assembled in many Geberit WC installation elements and installation systems.

1975

THE FIRST INSTALLATION SYSTEM

Geberit aims to make life easier for plumbers. This is why they start work on developing installation systems in the 1960s. Montagefix is launched in the mid-1970s. It enables the straightforward construction of metal frames to which plumbers can attach concealed cisterns, sanitary appliances and pipes. The entire structure is then walled in. However, it will still take a good two decades for prewall technology to become established across the board.



1984

THE WATER SAVER

The issue of saving water becomes increasingly important in the 1980s. The engineers at Geberit also work hard on this. As a result, Geberit launches a flush-stop pushbutton that is integrated as standard in all new cisterns. This means that the flushing process can be interrupted at any time, saving water. This was followed in 1996 by the dual flush with two individual buttons for the small or large flush.

2015

GEBERIT BECOMES A CERAMICS MANUFACTURER

The acquisition of the Finnish Sanitec Group is a major coup: in one fell swoop, the Geberit workforce doubles to around 12,000 employees. Production plants and ceramics brands join the Group. Geberit thus opens up a new world – the world in front of the bathroom wall. Today, Geberit successfully combines leading sanitary technology with ceramics expertise and design. Several million toilets, bidets, washbasins and urinals are manufactured every year in ten ceramics plants in Europe.

RESOURCE-SAVING WC SYSTEM

SAVING WATER: EVER THOUGHT ABOUT THE TOILET?

Many people think of the shower when it comes to saving water in private households. But water consumption can also be noticeably reduced when using the toilet.

Without water, there's no life. But this precious resource is becoming increasingly scarce. According to the 2021 UN World Water Development Report, around 2.3 billion people, 35% of the world's population, live in water-scarce countries. Many people are aware of this and want to save water in their homes. They turn off the tap while lathering up in the shower or when brushing their teeth. That's a good start.

NINE LITRES AT THE PUSH OF A BUTTON

What many people don't know is that around one third of the amount of water consumed every day in a household is attributable to toilet flushing. After all, an average of six to nine litres of water flow into the sewage system with each individual flush.

It is therefore worth tackling this issue. For decades, Geberit has been developing flushing systems that are particularly efficient while at the same time conserving resources.

ONE PRESS IS ENOUGH

The optimal flushing of the toilet is at the heart of these Geberit systems. After all, what good is it if the flush uses only a small amount of water but does not transport everything that needs getting rid of into the sewage system? We press the button a second time and thus need even more water.

Geberit therefore focuses on the development of products that flush the toilet thoroughly with just one flush and as little water as possible. To achieve this, the entire flow of water from the cistern through the WC ceramic appliance to the drain has to be optimised.

IT'S THE COMBINATION THAT DOES IT

This is precisely Geberit's core competence. For a thorough and efficient flushing out, it is crucial that the flush technology and the WC ceramic appliances are perfectly coordinated with one another. Another important factor is the inner geometry of the ceramic appliance, as it accounts for most of the water-saving potential of the WC.

This can be seen particularly clearly on the Geberit Acanto WC with innovative TurboFlush flush technology. The asymmetrical geometry with two guiding edges guides the flow of water spirally through the ceramic appliance in a powerful vortex.

In combination with the water-saving flush valve 212 in the concealed cistern and the dual flush actuator plate, the required flush volume is reduced to 2.6 litres for the partial flush and 4 litres for the full flush. The flush performance is up to ten times higher than the requirements of international standards.

EIGHTY PER CENT LESS WATER

A great deal of water can be saved over a period of years with the WC system. A model calculation shows that the flush water volumes have fallen by 80% since 1952 thanks to Geberit innovations such as the dual flush and the flush-stop pushbutton. Back then, one person used about 70 litres of water a day. Today, it is possible to flush the toilet thoroughly with just 14 litres a day.



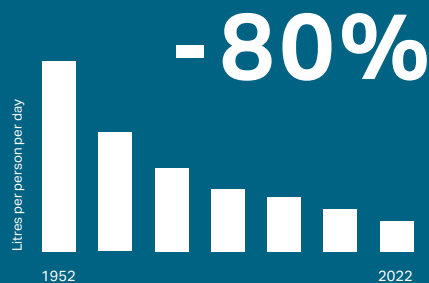
The combination of Geberit products in front of and behind the wall ensures that the toilet is clean after just one flush. This also saves water.

YESTERDAY

70 litres
per person per day



REDUCTION OF WATER FLUSH VOLUMES SINCE 1952



TODAY

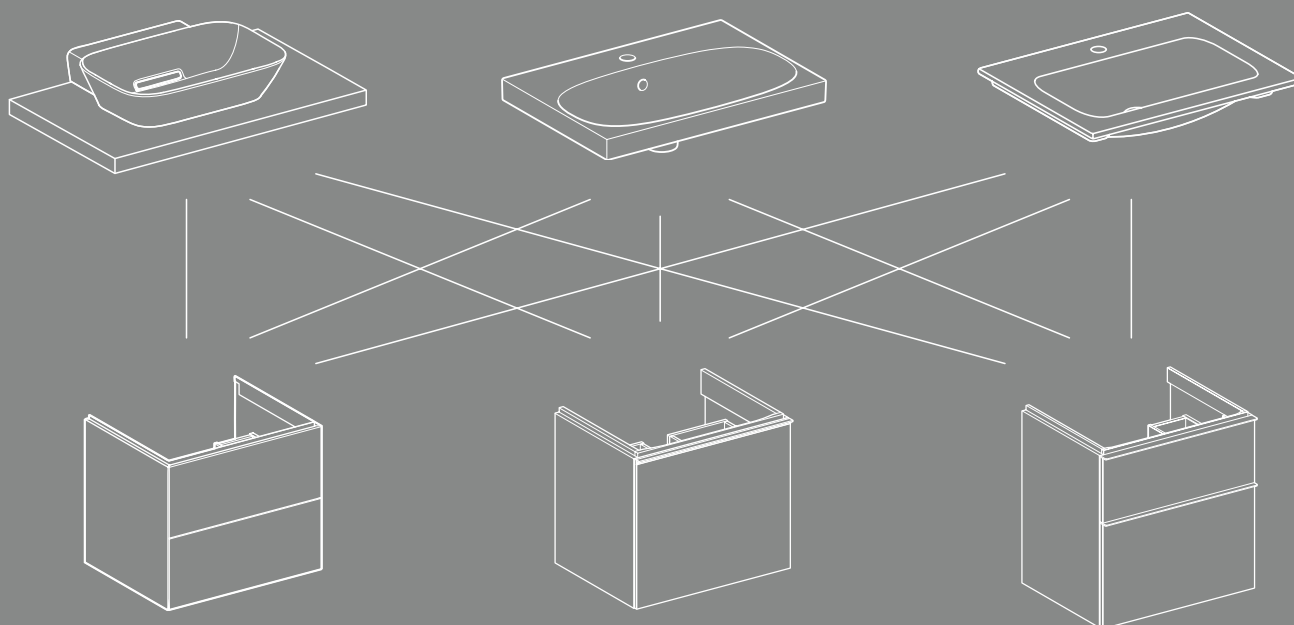
14 litres
per person per day



According to a model calculation, water consumption for the flush has fallen by 80% per person per day since the 1950s*.

*Assumptions: One person uses the toilet five times a day and actuates the large flush once (= full flush) and the small flush four times (= partial flush). In 1952, water consumption was 14 litres per flush (= 70 litres per person per day). Today, a thorough flush is possible with 4 litres for the full flush and 2.6 litres for the partial flush (= 14 litres per person per day).

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GEBERIT MIX & MATCH

NEW DESIGN POSSIBILITIES AT THE WASHPLACE

Customers now have new options for designing their washplace. With Geberit Mix & Match, washbasins, bathroom furniture and accessories from the Geberit ONE, Acanto and iCon series can be combined in a modular way and across every series.

The washplace is the hub of the bathroom. Whether washing your hands, brushing your teeth or cleaning your face, daily routines take place here. Customers now have new options when it comes to designing it.

PERFECTLY COORDINATED

With Geberit Mix & Match, washbasins and bathroom furniture from the Geberit ONE, Acanto and iCon bathroom series can be combined with one another. The design and installation of the three bathroom series are now perfectly coordinated. The washplace can also be expanded as required, with the addition of a mirror cabinet or an illuminated mirror and other accessories, such as low cabinets, for added storage space.

THE BENEFITS AT A GLANCE

FOR CUSTOMERS

- Various combinations are possible for the washplace within the Mix & Match range.
- Wider choice when designing the washplace according to personal design, functional requirements and the available space.
- More storage space at the washplace thanks to the new drawer design.

FOR PLUMBERS

- Technical innovations simplify assembly.
- The washbasins and bathroom furniture from Geberit ONE, Acanto and iCon are installed in the same way for all three series.
- Once the first washplace is complete, installation of the next one is quick and easy.

FOR THE SHOWROOM

- More flexibility in consultations, as customers can be shown a wide range of possible combinations for different budgets.
- Enhanced upselling options with compatible low cabinets, wall shelves and other accessories.



1
Only two screws are required for fixing the mounting plate. It offers additional screw positions for challenging surfaces and sufficient tolerance to compensate for imprecise drill holes.


2
A blue safety lock prevents the bathroom furniture from disengaging. It comes pre-mounted and can be easily snapped into place by means of a sliding lock. This eliminates the need to attach an additional fixing bracket, and also the associated extra holes.

3
The metal frame makes it possible to install different washbasin types on the same cabinet.

NEW SYSTEM MAPRESS THERM

CORROSION- PROOF AND COST-EFFECTIVE

Geberit presents Mapress Therm, a new solution for closed circuits in cooling and heating systems. Mapress Therm is an economical system that is also corrosion-resistant.



Geberit Mapress Therm is particularly suitable for heating and cooling systems in closed circuits. It is installed identically to the proven Mapress systems.

Plumbers and planners can tell you a thing or two about it. The demand for air conditioning systems in residential buildings and businesses is growing steadily. Another trend is that the drying time of cast iron floors is decreasing.

Piping systems for cooling systems are exposed to strong temperature differences between the medium in the pipe and the environment and must be able to withstand them. "Condensation can form on the pipe as a result of these temperature differences," says Andreas Bodack, international product manager for Mapress. The risk of corrosion is high.

MOISTURE IN UNDERLAYMENTS

The situation is no different for underlayment floors with installed underfloor heating. In order to reduce construction times, building owners demand the short-

est possible drying phases for the poured floor. The result is residual moisture in the floor – and this also poses a high risk of corrosion.

Of course, there are piping systems made of metal that are corrosion-resistant. But these all require compromises. Carbon steel must first be reworked with additional protective coatings to make it corrosion resistant. Copper is a risky choice because of its fluctuating price. And high-quality stainless steel is relatively expensive for a closed-loop cooling or heating system.

AN IDEAL COMPLEMENT

Now there's Mapress Therm, a new Mapress supply system for closed-loop systems. Thanks to low-alloy stainless steel, it is significantly less expensive than the existing Mapress stainless steel system. It is also relatively stable in price, which is an advantage over a



copper system. At the same time, it brings the necessary resistance to corrosion.

"Mapress Therm is the ideal complement to meet all the requirements of cooling and heating systems - both technically and in terms of price," says Andreas Bodack. Of course, Mapress Therm also has the necessary approvals and certificates – namely MPA, TÜV and VDS. Thus, the system is approved for heating systems with and without antifreeze, for air-conditioning cold water, but also for compressed air and sprinklers, inert gases, fuels and oil. This also makes it extremely attractive for industrial applications.

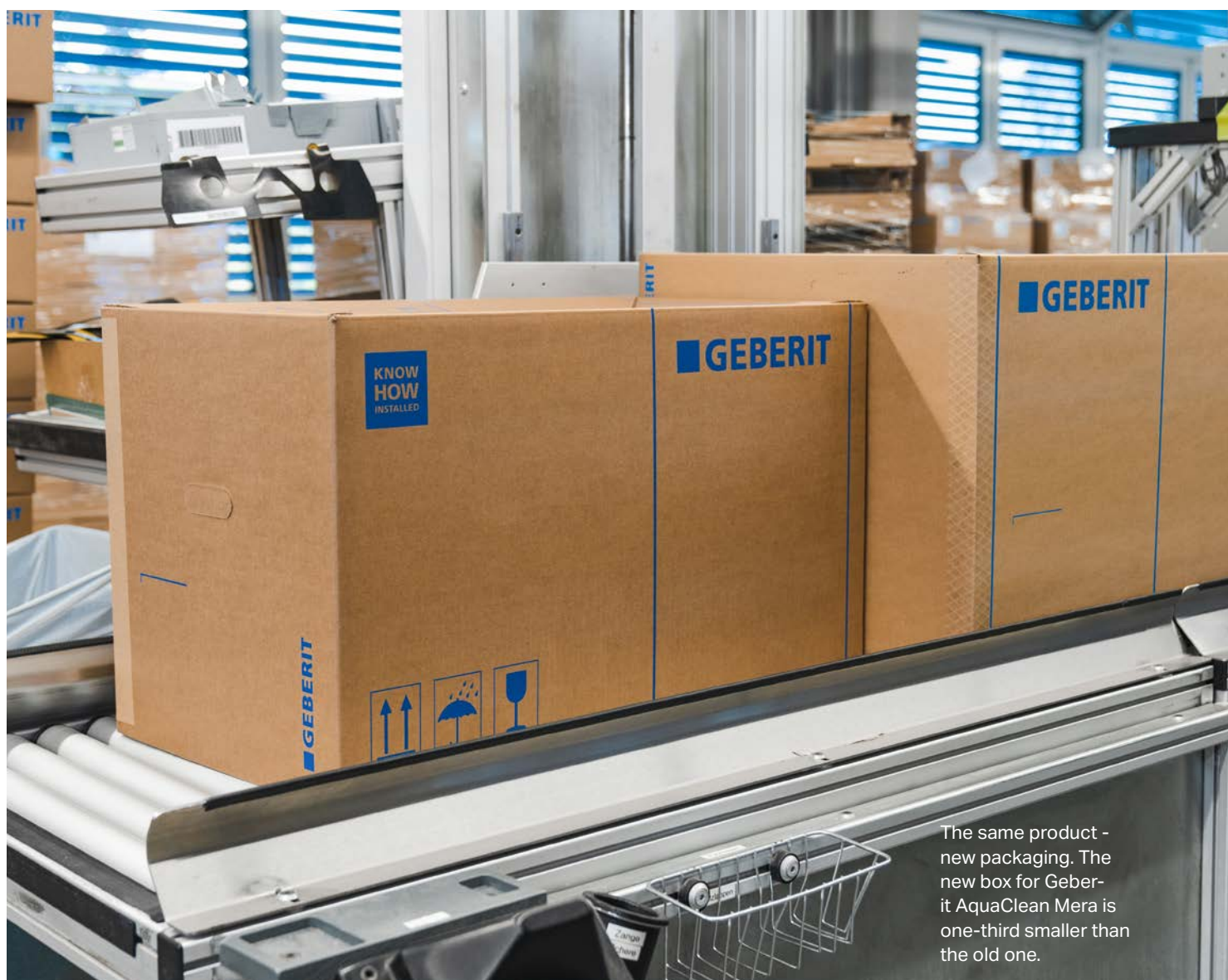
A GOOD 250 FITTINGS

The new system is available in dimensions DN15 to DN108 and offers an extensive range of couplings, elbows, tees, flanges and connection fittings. "We are

offering a good 250 fittings," says Andreas Bodack. "That includes everything you need for installations." Geberit Mapress Therm brings the same advantages, such as the press indicator, as the established Mapress systems. "We are convinced that we are meeting the needs of the market with this," says Andreas Bodack.

With Mapress Therm, the same applies to installers, planners, and the system itself: nothing and no one will break a sweat.

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The same product - new packaging. The new box for Geberit AquaClean Mera is one-third smaller than the old one.

NEW PACKAGING FOR SHOWER TOILETS

GOODBYE TO BULKY BOXES!

Less cardboard, smaller volumes, less weight: the new packaging for the AquaClean Mera and Sela Round shower toilets boasts benefits for customers and the environment.



“Thanks to good cooperation with the supplier, we managed to produce the same quality with less material.”

Zelimir Blazevic,
Head Projects, Geberit Apparate AG

They pile up in the warehouses and in the delivery vans of the forwarding agents before being disposed of. We are talking about packaging, corrugated cardboard liners, protective foils and bags. About all kinds of packing materials.

MAIN AIM: PROTECTION FOR ON THE ROAD

One thing is certain: packaging protects the products being sent. And Geberit products are well packaged. Konstanze Smith, packaging engineer at Geberit, explains: “Of course, the functionality of the packaging is paramount: the product has to reach customers safely and undamaged.” Nevertheless, she asked herself questions such as: Do the boxes really have to be so bulky? Is this amount of filling material really necessary? Together with Zelimir Blazevic, Head of Projects, and Adrian Hämmerli, Product Manager, she set about reducing the size of the packaging for the AquaClean Mera and AquaClean Sela Round shower toilets.

ONE THIRD LESS MATERIAL

The result: since the start of 2024, the two shower toilet models have been dispatched to plumbers and customers in slim, manageable packaging. Both the boxes and protective liners made of corrugated cardboard have been significantly reduced – by more than a third compared to the old packaging. This reduction

in the size and weight of the packaging alone reduces the carbon footprint of the two products – with the AquaClean Mera, the annual reduction of CO₂ emissions is almost 70 tonnes and with the AquaClean Sela Round about 20 tonnes. Zelimir Blazevic, Head of Projects at Geberit Apparate AG, is pleased: “Thanks to good cooperation with the supplier, we managed to produce the same quality with less material.”

Two new AquaClean products will be delivered in the new, slim packaging from April onwards: AquaClean Sela Square and AquaClean Alba.

THE START HAS BEEN MADE

The first actuator plate models will then follow in the second half of the year. The Sigma01, Sigma20 and Sigma30 will also feature smaller, easy-to-carry cardboard boxes and will be able to do without plastic bags. According to Konstanze Smith: “In the future, we will adapt the packaging to specific products. In addition, we will continue to look for solutions to make the packaging of Geberit products sustainable, safe and customer-friendly.” The actuator plate packaging has been reduced by 10% and has a major impact: there will now be one and a half times as many pieces on the pallet as before.



“The functionality of the packaging is paramount: the product has to reach customers safely and undamaged.”

Konstanze Smith,
packaging engineer, Geberit International AG

AQUACLEAN SELA SHOWER TOILET

ROUND, SQUARE, MATT, **CHROME-** **PLATED**

Individualisation is a top priority in the bathroom. Thanks to new designs and colours, the elegant AquaClean Sela shower toilet is now even more adaptable.



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Bathroom design is getting more versatile. Those who prefer cleaning with water when on the toilet and want to emphasise aesthetic aspects in the bathroom can celebrate. With the Geberit AquaClean Sela, the popular designer shower toilet is now available in even more variants.

As Geberit's head designer Christoph Behling explains: "The bathroom is the most intimate room in the house. You want to feel comfortable here." According to Christoph Behling, comfort and individual design are closely linked.

SQUARE IS "IN"

As a result, Geberit has expanded the AquaClean Sela range. The shower toilet is now not only available in classic round design, but also as a square version. The round model is also available in matt white. The range of design covers allow for further customisation options. These are available in both white and high-gloss chrome for all models and colours.

The "Square" model picks up on the trend for square products in the bathroom. "Square designs dominate in modern bathrooms," says Christoph Behling. Whether a square shower tray, washbasin or mirror – the shape is omnipresent. With this aesthetic context in mind, he is convinced that the AquaClean Sela Square makes sense. Moreover, many people also find the slight increase in seating surface is more comfortable.

EMPHASISING WARMTH WITH MATT WHITE

The matt white AquaClean Sela brings warmth and naturalness to the bathroom and can be ideally combined with natural materials such as wood or stone. The matt finish on the ceramic appliance is achieved with a special glaze. But not only the glaze is different – the developers have also adapted the seat to the trendy colour. "As the WC seat and lid are made of a different material to the WC ceramic appliance, they reflect the light differently," explains product manager Andreas Janser. Various test runs were therefore necessary in advance until the ceramic appliance and the matt WC seat and lid were a perfect match. Comprehensive tests have shown that the surfaces are resistant to stains and scratches.

However, all Geberit AquaClean Sela shower toilets have one thing in common – top-class functions. The patented WhirlSpray technology, which ensures pleasant and effective cleaning and the enormously effective TurboFlush flush technology in the rimless WC ceramic appliance are just two of these functions. Geberit AquaClean Sela – beautifully clever.

MODERNISED GEBERIT BAMBINI PORTFOLIO

HYGIENE MADE EASY

Reliably planned and installed, easy to clean and child-friendly – the products from the portfolio of the modernised bathroom series Geberit Bambini offer it all.



**AVAILABLE FROM
SEPTEMBER 2024**

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Toddler age

With a height of 24 cm, the Geberit Bambini Rimfree floor-standing WC is suitable for small children. It is available with a removable seat attachment in the shape of a potty. The optimum installation height of 78 cm for the actuator plate is noted on the Duofix frame.



↑

Pre-school age

The 30 cm tall Rimfree floor-standing WC is suitable for children up to pre-school age. Also available is a matching WC seat with handles on the WC lid and a WC seat ring with handles. This makes it easier for even smaller children to sit securely.



↑

Easy to clean

The rimless Bambini toilet is easy and hygienic to clean. The WC seat can be removed easily.

Play, fun and hygiene

The Geberit Bambini play and wash landscape comes with a modern and timeless design that inspires! There are up to three levels in the wash channels for playful hygiene education.

↓



Children should develop an understanding of hygiene through play in the bathrooms of childcare centres and primary schools. To ensure things stay as clean as possible here, the sanitary facilities should have a child-friendly design and be easy to clean. This is now being optimised in the 2024 portfolio update.

NEW TOILETS

The toilets are now available back-to-wall, rimless and as a shrouded ceramic appliance in three different sizes (24, 30 and 35 centimetres). The toilets are easy to clean throughout as they are rimless and mounted flush with the wall. The toilets are installed on Duofix elements specially adapted for Geberit Bambini, where the height of the actuator plates can be adjusted to suit the children's height. To this end, the element for floor-standing WCs has three preset positions for the height of the actuator plate: 78, 83 and 88 cm. If the actuation height is reduced, the flush pipe is shortened and the crossbar for the outlet adjusted to the appropriate height.

TIMELESS DESIGN

In childcare centres and kindergartens, child-friendly and age-appropriate colours also play an important role in training hygiene. The new colour concept makes it possible to combine actuator plates, WC seats, washbasin taps and the decor of the washing troughs in tone-in-tone colours.

SUPPORT PACKAGE

Geberit offers comprehensive documentation for easy planning and installation on GIS support systems, Duofix elements or solid walls. The Duofix crossbars or GIS elements can be installed at heights of 55 to 65 cm so that children of different ages can use the washing troughs. Product documentation, tender texts and data are available in the Geberit ProPlanner software for sanitary engineers and architects.

AVAILABLE FROM
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INTRODUCING THE NEW AQUACLEAN ALBA SHOWER TOILET

A NEW STANDARD IN THE BATHROOM

The simple elegance of the new AquaClean Alba blends in perfectly with any bathroom design. The shower toilet looks like a conventional ceramic, but has much more to offer. This marks the start of a new era in the bathroom.

NAMED AFTER A MOUNTAIN LAKE

The AquaClean Alba shower toilet is named after the Lai da Fasch'Alba – a crystal-clear, freshwater mountain lake located 2,600 metres above sea level in the Grison Alps in Switzerland.



↑

Blends in with any bathroom design and sets a new standard: the AquaClean Alba shower toilet.

A big hit in any bathroom – thanks to its refined elegance, simple lines and flowing curves, the wall-hung AquaClean Alba shower toilet from star designer Christoph Behling blends in perfectly with every bathroom design. This is apparent at first glance. However, it is also worth taking a closer look.

"It is time for a long-overdue improvement in hygiene in the bathroom." There is a real sense of urgency in the words of Armin Gierer, Head of Product Line AquaClean at Geberit. The new AquaClean Alba shower toilet brings this improvement to the everyday bathroom. This is not only thanks to its elegant design, but also its affordable price. With AquaClean Alba, cleansing with water should become established in home bathrooms.

→

The TurboFlush flush technology ensures an easy-to-clean ceramic appliance and outstanding flush performance.



FOCUSING ON WHAT'S IMPORTANT

AquaClean Alba dispenses with all the frills and focuses on the important aspects. In particular, these include the pleasantly invigorating and effective shower spray with patented WhirlSpray shower technology. Or the world-class flush performance thanks to the highly effective and quiet TurboFlush flush technology. Not to mention the elegant, simple design from renowned designer Christoph Behling. And all at an unbeatable price.

"The shower toilet must become a standard feature in the modern bathroom," comments Margit Pfeifer, Head of AquaClean. "This requires a little extra work when planning the bathroom, but results in huge improvements in personal hygiene. With AquaClean Alba, we have the perfect product here."

"A MINOR REVOLUTION"

For Armin Gierer, the new product is "a minor revolution". "It is obvious that we need a product like this – an appealing, affordable shower toilet as a starter model." The long-standing Geberit shower toilet expertise is perfectly represented here.

This starts with the efficient production at a European ceramics plant and assembly at headquarters in Switzerland. Then there is the simple installation and self-explanatory operation, not to mention the all-round service that only Geberit can offer. "Trained personnel are widely available," explains Margit Pfeifer. "They are able to help with any problem almost around the clock. This offer is included free of charge with the AquaClean package." The result is a superb all-round package with striking simplicity.

Geberit Southern Africa (Pty), Ltd
6 Meadowview Lane, Meadowview
Business Estate
Longmeadow, Linbro Park
ZA-Johannesburg
+27 11 444 5070

sales.za@geberit.com
www.geberit.co.za