

KNOW.HOW

CUSTOMER MAGAZINE
SUMMER 2024

■ GEBERIT

150
YEARS
OF TOMORROW



THE NOSTALGIC JOURNEY

150 YEARS OF
MODERNISM

FROM FAR-FETCHED TO REALISABLE

PAINLESS DESIGNING
WITH PLUVIA

ON THE COVER

Geberit AquaClean Alba

CONCEPT/DESIGN/REALISATION

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AquaClean Alba



Mark Schurr
Managing Director

DEAR CUSTOMERS, 150 YEARS OF TOMORROW.

As we mark our 150th anniversary, we celebrate a legacy of pioneering innovation and excellence in the sanitary industry. Since our founding in 1874, we have been at the forefront of transforming bathrooms and plumbing systems, consistently placing new standards in design, functionality, and sustainability.

From our humble beginnings in Switzerland, we have grown into a global leader, renowned for our commitment to quality and innovation. Our journey is marked by numerous groundbreaking products and solutions that have revolutionised the way we think about and use sanitary ware. From the development of concealed cisterns and wall-hung toilet designs to state-of-the-art water-saving technologies and touchless controls. Our mandate is not only to champion innovation but to also contribute to environmental sustainability.

As we celebrate this milestone, we look back at the key achievements that have moulded our storied history and look forward to a future where we continue to create smarter, more sustainable solutions for modern living.

I hope you enjoy browsing through this magazine.

A LOOK BACK

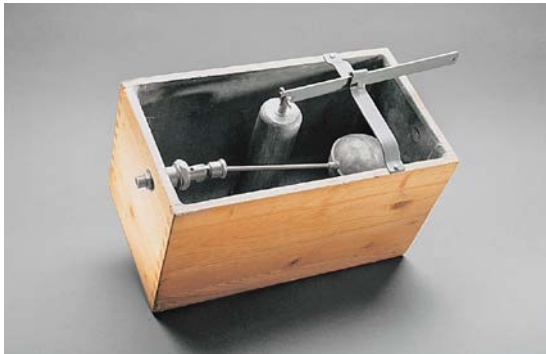
FUTURE WITH TRADITION

From a one-man business to a global corporation. Founded in 1874 as a one-man business in Rapperswil-Jona, Switzerland, Geberit now employs over 10 000 people worldwide and operates 26 production plants. Read more about other important milestones in the company's 150-year history.

1905

THE PHOENIX

According to his son Albert Emil, in order to "combat the bacterial carrier" of diphtheria, from which three of his children died, Albert Geberit through determination invented the Window Phoenix in 1905. The first cistern manufactured in Switzerland. It is lined with lead: the fittings are also made of metal.



1952

THE FIRST PLASTIC CISTERN

Heinrich and Klaus Geberit, the 3rd generation of the family takes over in the 1950s, the company switches from metal casting to plastic processing. After many failed attempts, success finally comes in 1952: the first plastic cistern prototype.

Learn more about the history of Geberit:
www.geberit.co.za/150



2010

THE MONOLITH

As some homeowners were getting over the conventional exposed cistern and yet still wary of piercing holes through walls in their houses, Geberit was quick to notice this and gave us the Monolith Sanitary module for WCs. It was truly developed to provide an alternative for both.

2023

THE ACANTO WC SYSTEM

The water routing from the cistern through the WC ceramic appliance to the discharge pipe is optimised, and the cistern and WC ceramic appliance are perfectly coordinated with one another. The flush performance exceeds the European standard by up to ten times.



(MORE) GOOD REASONS FOR THE WC SYSTEM

BETTER THAN ITS PREDECESSOR





Ecological design criteria have played an important role in Geberit's product development since 2007. The keyword is eco-design.

Geberit has set itself the goal of creating added value for customers and society with durable and resource-efficient products. The company has been voluntarily and consistently applying the eco-design principle in the development or improvement of products since 2007.

The goal is simple: every product should be ecologically better than its predecessor, without compromising on quality, functionality, or durability. All stages in the product life cycle are considered, from raw material extraction to disposal.





Roof drainage system Pluvia

-  High drainage performance thanks to negative pressure system.
-  Saving on downpipes, thus of material – up to 75%






Sovent fitting

-  Optimised flow
-  Drainage without a vent pipe possible: saving up to 60% on space and material.



Silent-db20 offset

-  Reduction in complicated assembly and time
-  Local production in Rapperswil-Jona (CH)
-  Assembled by physically impaired people



4 questions to **Roland Högger**, Head of Sustainability and Process Management

What is the core idea of eco-design?

It's about developing products in such a way that each new product brings added value in ecological terms compared to its predecessor. Specifically, this means reducing material, saving water or energy in the product use phase, or making products easier to recycle. To achieve these optimisations, we look at the entire life cycle of a product.

How does this look in practice?

For every product development, we conduct an eco-design workshop in which we analyse the product's life cycle according to various criteria. It is gratifying to see colleagues coming to the workshop with their own ideas and thoughts about sustainability. Then we know: eco-design thinking has established itself.

How are eco-design and the circular economy connected?

Eco-design can be seen as an essential component of the circular economy. Both concepts aim to use resources efficiently and minimise the environmental impact of products. While eco-design specifically focuses on the ecological optimisation of individual products, the circular economy is a comprehensive model that seeks an economic system for the sustainable use of resources and waste avoidance.

What is Geberit focussing on?

At Geberit, we focus primarily on the durability and reparability of our products as part of eco-design. We are also working intensively on the use of recycled materials as well as recyclability and separability. But the journey is far from over.



2THELOO IN GERMANY

HIGHWAY SERVICE AREA **WITH A SPECIAL TOUCH**

↑
The toilet experience
at 2theloo is colourful
and creative.

The Dutch company 2theloo has installed its public toilet facilities in Germany in a newly opened motorway service area near Hamburg. Geberit plays a key role in 2theloo facilities.



↑

The Break Autohof in Evendorf is one of the first 2theloo locations in Germany.

GEBERIT KNOW-HOW

- Geberit ONE WC
- Geberit Duofix installation elements
- Geberit Sigma10 with IR touchfree actuator plate
- Geberit Piave basin mixer
- Geberit Preda urinal
- Geberit 300 Comfort Square WC
- Geberit 300 Comfort Square washbasin
- Geberit Option Plus illuminated mirror
- Geberit 300 Kids children's WC
- Geberit Renova Compact washbasin
- Geberit CleanLine20 shower channel
- Geberit 300 Basic washbasin

The public WC at a motorway service area is often extremely busy. This makes solid toilet facilities essential. Take the Break Autohof in Evendorf near Hamburg: on weekend days, a good 900 people go to the toilet here every day. Between 6 a.m. and midnight, that means almost one toilet visit per minute – without interruption.

In the Dutch company 2theLoo, the Autohof has found a partner for the toilet facility that will turn this mass handling into an experience. "With the facility in Evendorf, we basically want to say: let's make going to the toilet surprisingly pleasant and convenient," says Chris Meijers, CEO of 2theLoo. The result is a mixture of innovative technology, ecological solutions and the highest quality.

EFFICIENT, AESTHETIC, HYGIENIC

Many of the sanitary products come from Geberit. From the cisterns and actuator plates to the toilets, urinals and taps. "We needed very efficient toilets and urinals that also looked good," says Chris Meijers. Geberit impressed the company founder with the toilet installations at Amsterdam's Schiphol Airport. "The ONE toilets with TurboFlush and the automatic urinals were exactly what we were looking for. They are sustainable and innovative."

2theloo tested the Geberit products in detail. The toilets with TurboFlush meant "less hassle when cleaning", says Chris Meijers, as they virtually clean themselves thanks to their powerful flushing performance. "And automatic urinals are convenient and save water." The touchless taps "look cool" and are easy to clean. "It was also important to us that the products are durable."

ESTABLISHED IN WESTERN EUROPE

The BREAK car park in Evendorf is one of the first 2theloo facilities in Germany, but the company is well established elsewhere. It operates around 180 public toilets in Benelux, France, Germany and other countries – at motorways and train stations as well as at tourist locations such as Notre-Dame and the Louvre in Paris or London's Covent Garden. The partnership with Geberit has existed since 2018. "We were involved in the planning at a very early stage – when a new concept for sanitary facilities was being created," says Armand Gademan, key account manager at Geberit in the Netherlands.



GEBERIT ROOF DRAINAGE

PLUVIA: ALL-ROUND EASIER PLANNING

The planning of complex roofs with the Pluvia roof drainage system is becoming more efficient. Thanks to new calculation options in the Geberit BIM plug-in, the pipes can now be planned with free angles.



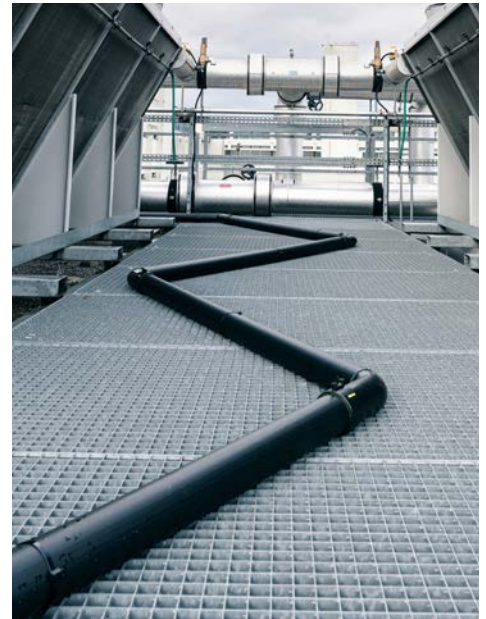
The "Friendly Alien" in Graz (AT) – one of the most prominent examples of blobitecture includes Pluvia with free angles.

Peter Cook and Colin Fournier – the architects behind the unique design of Kunsthaus Graz – call their creation the "Friendly Alien". The bulbous alien figure nestles into its surroundings between the tiled roofs of the old city of Graz. While it makes itself comfortable, the Geberit drainage system on the roof is put to the test whenever it rains.

NO CORNERS OR EDGES.

Planning the pipes was a particularly complex undertaking. As one of the most prominent examples of "blobitecture", the Friendly Alien is designed almost exclusively without edges or corners. "The pipes had to run exactly along the building shell," recalls Harald Hofko, Product Manager Piping Systems at Geberit in Austria. However, standard planning of a Pluvia roof drainage system only allowed for angles of 45 and 90 degrees in the planning software. "The challenge was that the building needed angles of 9° or 12° in some cases."

Each change in direction on the pipes leads to a loss of pressure. In order for a syphonic roof drainage system to work perfectly, these pressure losses have to be calculated exactly. This meant that every construction project with free angles had to be calculated separately up to now. "In cases like at Kunsthaus Graz, hydraulics specialists from Geberit had to make complex individual calculations in order to allow for an installation with different angles," comments Franziska Knapp, Product Manager International for Pluvia. "This was both costly and complicated."



Geberit tested the Pluvia system with various free angles on the roof of its headquarters.

AN ALGORITHM HELPS

These individual calculations are now a thing of the past. The Pluvia system can now be planned digitally with free angles using the BIM plug-in. "The most important step was the development of a new algorithm," explains Franziska Knapp. To do this, specialists from hydraulics, digital building, sanitary technology, product management and other areas all had to work together. "We worked out a formula on paper before testing it out in practice. We built a system with free angles on the roof of our headquarters and put it through its paces," says Franziska Knapp.

In this way, it was possible to improve the algorithm further. "This expands the application possibilities of the proven system and significantly simplifies the planning of more architecturally complex buildings," explains the Product Manager.



INSTALLING FREE ANGLES

The Geberit 90° PE bend with long leg comes with a range of markings at the angle. The bend can then be cut to size as needed in order to achieve free angles.

1964: WORLD'S FIRST CONCEALED CISTERN

A PARADIGM SHIFT IN THE BATHROOM

What was once visible is now hidden: from 1964, only a black button on a white plate could be seen in terms of flushing technology. With the first cistern for wall installation, Geberit supplies the technology behind the wall and opens up new installation options for plumbing professionals.

Twelve years after the introduction of the first surface-mounted plastic cistern, Geberit surprised the sanitary world again in 1964. With the development of a plastic cistern that could be built into the wall, they achieved a masterpiece. The "Concealed Cistern No. 15,000," as it was officially named, aimed to be a "reliable and quietly operating WC unit for limited space," as stated in the first brochure. Combining the concealed cistern (CC) with a wall-mounted toilet resulted in a projection of only 54 cm, setting a new standard at the time.

INITIAL HESITATION

The sanitary industry was initially sceptical of the new cisterns. Installing the cistern within the wall deviated from traditional installation methods and, in the eyes of many plumbers, initially meant a lot more effort. Concealed cisterns were ahead of their time and initially remained a niche product.

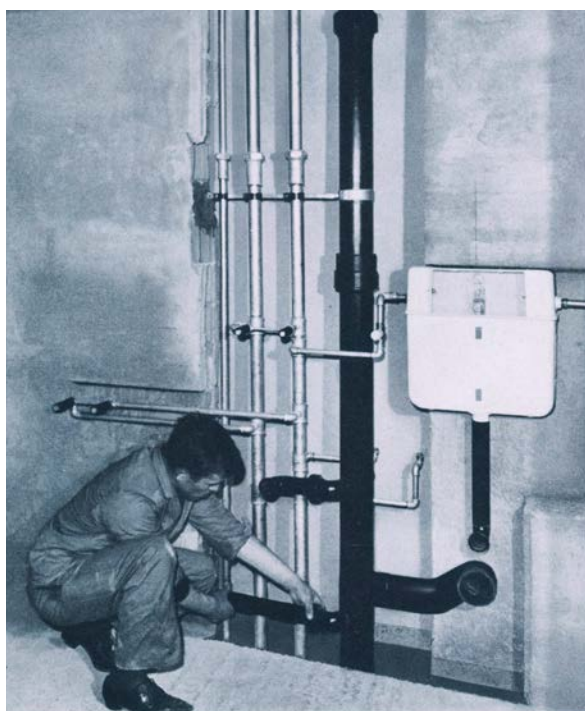
SUCCESS FACTOR: INSTALLATION SYSTEMS

The necessary momentum came only with the spread of prewall installation, particularly with the establishment of drywall techniques in the 1980s. The major breakthrough came in 1993 with the Geberit Installation System (GIS). In 1996, quickly installable mounting elements with the Duofix frame – in traditional Geberit

blue – followed. Today, after millions of installed elements, Duofix is the most installed element in the sanitary industry. There are likely very few plumbers in Europe who have not installed one of these blue "Duofixes."

IT FLUSHES AND FLUSHES AND FLUSHES...

Geberit cisterns reliably perform their duties behind the wall for decades. Plumbers often come across Geberit concealed cisterns from the early years that are still in operation. The longevity, high quality, and safety even after decades of use have contributed to the enduring success of the concealed cistern. Additionally, the availability of spare parts for 50 years ensures the long-term and reliable flushing functionality of the concealed cisterns.



↑
Safely behind the wall – the first concealed cistern from 1964.



↑
The "wall-mounted cistern no. 15.000" saves space, as the cistern is built into the wall.



↑
GIS, introduced in 1993, is Geberit's answer to creating sanitary prewalls in drywall construction. It is particularly suitable for the prefabrication of complete sanitary walls, which speeds up installation on the construction site.



→
Today, concealed cisterns are mostly used with the blue Duofix frame.

NEW DESIGNS FOR AQUACLEAN SELA

"SQUARE DESIGNS DOMINATE IN THE BATHROOM"



The AquaClean Sela Square is the first square shower toilet from Geberit – it can be combined particularly well with the new, floating Sigma70 actuator plate.

SELA VERSIONS

The AquaClean Sela 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.

"It is important that individual wishes are met in the bathroom."

Christoph Behling,
designer of the AquaClean Sela
shower toilets



Renowned designer Christoph Behling was responsible for designing the different versions of the Geberit AquaClean Sela shower toilet. In this interview, he explains the thinking behind the Sela design.

Christoph Behling, AquaClean Sela marked a new era in shower toilet design and has become established in recent years. How have you perceived the triumph of the simple, elegant shower toilet?

Christoph Behling: Sela offers a revolutionary, improved feeling of comfort thanks to cleaning with water. But it doesn't look like a complex product – instead it is simple and timeless, and blends in perfectly with the bathroom. The combination of top-class technology with elegant, timeless design is what makes the Sela so popular.

AquaClean Sela now includes six different design options. How important are the customisation options on the shower toilet when designing a bathroom?

The bathroom is the most intimate room in the house. You should be able to feel comfortable here. It is important that these individual wishes are met. This makes AquaClean Sela special and unique.

The matt white Sela has been available since 2023. How important is this colour in bathroom design?

The bathroom is increasingly becoming part of the overall living atmosphere – it is a place of well-being and warmth. While high-gloss surfaces shine, matt surfaces reflect the light softly like our skin. As a result, matt surfaces have a more natural feel and are an excellent fit in bathrooms with matt natural materials such as stone or wood.

What should people look out for when adding a matt white shower toilet to their bathroom?

Uniformity is a way of getting that little bit extra from your design. A combination with other matt surfaces inside the room is therefore a good idea. Geberit is on hand to help here with a wide variety of products. The matt actuator plates Sigma30 or matt shower surface Setaplano are both ideal as combination options, for example.

Also new is the Sela Square version. What is the thinking behind this design?

Square designs dominate in modern bathrooms, whether on the shower tray, washbasin or mirror. In this design context, a square toilet makes sense. Moreover, many people also find the slight increase in seating surface on square toilets to be more comfortable.

What combination options do you recommend for the Sela Square from the Geberit portfolio?

The new, floating Sigma70 flush plate is a particularly good match for the timeless architectural design of the Sela Square. The Sigma70 is available in a wide range of high-quality materials and colours, including glass, stainless steel and – of course – with matt black coating.

"REFUGIUM LUNZ" BOUTIQUE HOTEL (AT)

DREAMS, POETRY AND **AQUACLEAN**



A property transformed into an oasis of well-being: Refugium Lunz.

A boutique hotel in the idyllic surroundings of the Austrian village of Lunz is attracting guests who want to find peace or adventure in the heart of nature. A touch of luxury is essential here – which is where the Aqua-Clean shower toilets come in.

"Whether a summer breeze or winter warmth. A refuge or escape. Space and time are yours. I am everything or nothing, whatever you need. You don't have to do anything, but you can be everything." The Refugium Lunz welcomes its guests with poetry.

The building itself is very old. It can trace its history back to the 16th century. Over the years, it was normally used as a restaurant, but eventually closed its doors. The building was threatened with a loss of purpose and visibility – indeed of its entire existence.

ONE DREAM, ONE VISION

2019 saw the entrepreneurs Joachim Mayr and Heinz Glatzl rush to the rescue. Walking through Lunz one snowy day, they saw the property for themselves. They felt a great sense of regret at the empty building. And yet, this emptiness led to dreams of what it could become. They bought this neglected gem and started to make their vision reality. The result was a "Refugium" – or refuge.

The boutique hotel was intended as a place of retreat. A place that offers a touch of luxury. A place of both tranquillity and adventure. "Down by the lake. Up on the mountaintop. The sound of waves or wind in your ears. Or nothing. You can read or simply take everything in, there's enough to see. Whether weary or wide awake, you set the pace. You don't have to do anything, but you can do a lot," goes the poem of the hoteliers.

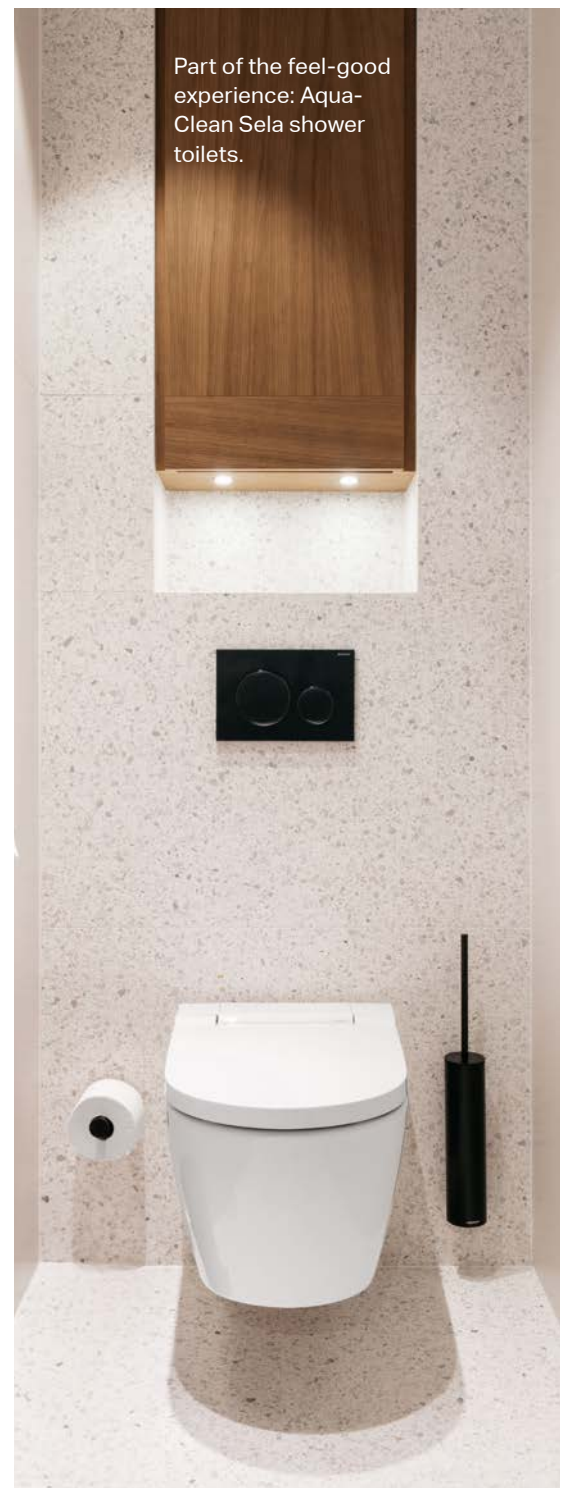
This verse is apt when looking at the AquaClean Sela shower toilets that give the bathrooms at the Refugium that touch of luxury mentioned above. You don't have to do anything – personal cleansing takes place virtually by itself. And yet, you can also do a lot – from the setting of the spray intensity to its position and temperature, all the way through to the lady shower. There are a range of options available for different needs.

AN OASIS OF WELL-BEING

Roland Zarl, project manager at plumbing company Hopperwieser & Steinmayr, who were responsible for the project, says: "We played our part in creating a real oasis of well-being at the highest standard. It is a place to rest and relax – maybe I will do just that on my next holiday."

With a bit of luck, one of the 23 individually designed rooms will still be free. These include the Garden Room, Sauna Room or maybe the Sun Salutation Room.

The hoteliers have a poem on hand here too: "Your room, your time. Do just what you feel. Laze around, explore the river. Drift off, or read a book. Dance, if you fancy it. You don't have to sleep, but you can also dream."





DEVELOPMENT OF AQUACLEAN ALBA

SISYPHEAN LABOUR FOR HIGHEST QUALITY

The new AquaClean Alba shower toilet is not only affordable, but also of high quality. This was ensured by a development team that paid great attention to every detail.



↑

Extensive tests were also carried out in the EMC chamber – AquaClean Alba received approval for electromagnetic compatibility at the first attempt.

↑

The firmware was also regularly expanded and tested during development.

uct Development. "We considered what we could adopt from existing shower toilets, but had to come up with a lot of completely new ideas."

This included, for example, a new control system, which was completely redeveloped for the first time on a new control platform. "We can also utilise some of the results for future devices," says Andrea Bühlmann, development engineer for electronic products. "It's a real technological advance. This also applies to the device's firmware."

The developed shower toilet entered the test phase. "We had to test it thoroughly, looking at every detail," says David Gmür. From the electronics to the mechanics, the ceramic bowl, the flushing behaviour, condensation tests and more.

TESTED 50,000 TIMES

Functions such as the shower spray or the extension of the shower arm were tested 50,000 times in parallel on several appliances in an endurance test – some even underwent the tests in a climatic chamber with changing external conditions. Further extensive tests on electromagnetic compatibility (EMC) were carried out in a chamber equipped for this purpose.

The team then dismantled the technical units and scrutinised each piece meticulously. The test devices, and therefore all components, passed the endurance test programme without fail. AquaClean Alba also passed the EMC test required for approval at the first attempt.

Finally, AquaClean Alba was ready for mass production. But quality testing continues. Devices from the production series are regularly subjected to endurance tests – just to be on the safe side. Andrea Bühlmann and David Gmür agree. "AquaClean Alba can easily keep up with the existing shower toilet portfolio. It is a very robust shower toilet."

←

Detective work as a team: after the endurance tests, the development team analysed the technology unit and took a close look at it.

Inexpensive, uncomplicated, elegant. This describes the new Geberit AquaClean Alba shower toilet. For a minimal extra charge, you get a shower toilet instead of a conventional WC. You can't see the difference at first glance, but you can feel it thanks to the hygienic cleaning with water.

The favourable price is combined with the highest quality. Geberit has invested heavily in this. At the headquarters in Rapperswil-Jona (CH), a team of specialists worked intensively for many months. Electronics, digital interfaces, mechanics – a shower toilet comprises many components and requires expertise of all kinds.

EVERYTHING SCRUTINISED.

The experts scrutinised every hose, screw and tiny part installed in the shower toilet – and reduced the range of functions to the most important ones. "Cost was our constraint, which unleashed enormous creativity," says David Gmür, Head of AquaClean Prod-

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