

Well-conceived technology and trendy design

Geberit launches new products for emerging markets

Geberit continues to expand its market position in China and Singapore with new, innovative products and an expanded range while also setting new bathroom trends.



↑ The actuator plate Alpha15 with its simple and elegant design.

In the spring of 2012, Geberit launched the Monolith sanitary module for WCs in China. The company hit a bull's eye with this Monolith model developed especially for the Chinese market and featuring matching WC ceramic appliances. Customers responded enthusiastically to the product, its design and price plus its easy installation.

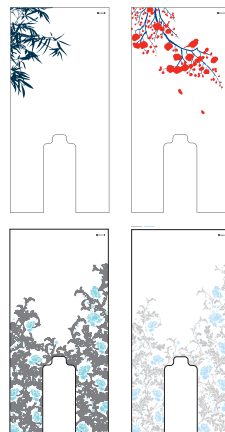
This success was reason enough to make this winning product even more appealing with new colors and patterns. Until now, the Monolith for WCs has been available in the colors black, white and red. A design studio in Shanghai drew on a market study to work out the latest trends in China for Geberit and to come up with appropriate new colors and patterns for the Monolith line.

Based on these latest interior trends, the colors are warm hues. Starting in 2013, the Monolith for WCs will be available in the previous three colors as well as in nude, ocean-breeze blue and deep-sea blue. In addition, there will be four new Monolith models with different patterns bearing sonorous names such as "Fern", "Rococo", "Blossom" and "Bamboo". The patterns correspond to the future interior design tastes of the up-and-coming middle class in China. The study says they will be geared to the styles "Europe",



↓ The Monolith for WCs enters the market in new colors and with four different patterns.

↑ A successful product is now even more appealing. The warm hues of the patterns for the Monolith for WCs are right in line with the latest interior design trends.



"Heritage", "New Femininity" and "Fashion". "Rococo" designates the European style and is a new, elegant interpretation of floral motifs. The "Bamboo" model suggests a bamboo grove with black branches against a white backdrop on the upper left edge. The "Blossom" model is reminiscent of a traditional Chinese watercolor with its blooming branch featuring red blossoms and blue branches. And "Fern" has a noble, luxurious look with its abstract depiction of golden fern leaves against a black background. By adding these new colors and patterns to the Monolith range, Geberit is seeking to reach an even larger group of consumers.

Alpha – enhanced lifestyle for China

Following the launch of the Geberit Alpha concealed cistern for the Indian market in 2012, Geberit now wants this successful product to capture the markets of China and Southeast Asia. The Alpha line is sold together with the WC ceramic appliance as a single package and is adapted to the needs of the local middle class in function, appearance and pricing. Alpha will be offered with a wall-hung ceramic appliance

for the upper middle class and with a floor-standing ceramic appliance for the middle segment of the middle class.

Alpha has dual flush (9/3 l, 6/3 l or 4.5/3 l), which is gentler on the environment and on water resources. The new Alpha line is manufactured completely in China and is intended to replace the concealed cistern models used up to this point. The new concealed cistern is more efficient than conventional pressure flushing valve systems because it needs less water pressure and pipes with smaller cross sections. Besides its technical advantages, the Alpha line enables bathrooms with a stylish and trendy look. The two actuator plates Alpha10 and Alpha15 add class to the bathroom and are compatible with a wide variety of interior decors thanks to their clean and simple design. The plates are available in three versions, in white, matt chrome-plated and bright chrome-plated. ←



Pixels for the drain

Bathrooms in China generally have one to two drains in the floor through which water can drain away from the shower or elsewhere. Geberit has a highly successful product in this segment with its floor drain and sells thousands of them every year. However, this product needed an overhaul in terms of technology and design. Geberit has now carefully reengineered it to be technically state of the art. To avoid unpleasant odors in the bathroom, the new floor drain is constructed in such a way that it does not dry out. The grating for the floor drain has an appealing modern design featuring a graphical pixel pattern created by a design office in Shanghai.



New design and smaller format

The pneumatic WC flush control has been redesigned and reengineered. The actuator has been reduced in size and in the actuation force required. The new plate is now easier to operate and handle. It is suitable for dry-wall or solid construction and is easy to install. It is available in two die-cast zinc models and four different plastic surfaces. Geberit is launching the new pneumatic WC flush control in China, Australia and Singapore.