

HIGHLIGHTS OF THE BUSINESS YEAR 2018



CLEVER INVESTMENTS

In 2018, investments in property, plant and equipment and intangible assets amounted to CHF 162 million. The majority of this sum was used for expanding the production capacities and optimising processes. Using four different projects, Geberit gives an insight into its current investment activities. → [Learn more](#)



WASHBASIN VARIETY

The VariForm washbasin range adds a more systematic approach and variety to the range for public and private washbasin areas. The washbasins are available in the four basic shapes round, oval, elliptic and rectangular, with a lay-on, countertop and under-countertop model available for each shape. → [Learn more](#)



DIGITALISATION IN FOCUS

The topic of digitalisation was promoted in various areas and the skills required for this were developed further. During the course of the year, many existing applications were enhanced, while others were launched and geared towards new customer needs. → **Learn more**



PROVEN A BILLION TIMES OVER

In April 2018, the billionth pressfitting for metal pipes was manufactured in the production plant in Langenfeld (DE). This milestone is clear proof of the success of a connection technology that has been the standard for decades when it comes to supply systems in technical building systems and industry. → **Learn more**



STRENGTHENING THE GEBERIT BRAND

An important step in the new brand strategy will be implemented in 2019. In key markets such as Germany, Switzerland and Austria, ceramic products and bathroom series will only be offered under the Geberit brand in future, while established brands such as Keramag will be discontinued. In 2018, Geberit prepared in detail for the streamlining of the brand portfolio. After all, this is a step that affects almost all areas of the company – including production, logistics, product data, marketing, and the sales organisations. → **Learn more**



VALUES IN FOCUS

Well over 6,000 employees are affected by the streamlining of the brand portfolio. In order to give them a better understanding of the values of the brand and the company Geberit, a series of cultural workshops were held at various sales and production sites. → [Learn more](#)



GOOD PLANNING IS HALF THE BATTLE

When a cruise ship docks at the Helix terminal in the Port of Barcelona (ES), up to 5,000 people flock ashore and the modernly equipped sanitary facilities are suddenly a beehive of activity. The staff therefore greatly appreciate the easy-to-clean urinals, wall-hung WCs and electronic washbasin taps from Geberit. → [Learn more](#)