

Balena shower toilet becomes Geberit AquaClean

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Cleaning the body with water – even when sitting on the toilet: the sanitary technology company Geberit is convinced that European toilets are experiencing a cultural transformation. “We want to be the driving force behind this transformation”, says Albert Baehny, CEO of Geberit. This is why the company has adapted its toilets which clean with water to match current times. Geberit has expanded its product range and is now marketing it under the name of Geberit AquaClean. The launch of the multinational campaign takes place at ISH with a great and surprising appearance.

Scenario: Early in the morning, a young woman freshens up in preparation for a long day at work – she rubs herself with a terrycloth towel before using it to vigorously massage her long hair until it shines and, last but not least, wipes her teeth clean with a dry washcloth. Not a drop of water is involved in making her clean and fresh!

This scenario might seem absurd, but it has been a reality of European toilets for centuries – in this part of the world, instead of using fresh water, we clean ourselves with dry paper after going to the toilet.

Geberit brings us cleaning with water

This is astonishing as almost everywhere water is seen as a source of purity. Whenever something needs to be cleaned, we reach for some water. Whether man or woman, old or young, without water we feel dirty and are no longer comfortable in our own skin. The sanitary experts at Geberit are convinced that washing the body clean with water will also catch on for visits to the toilet. What is considered commonplace in Japan and Finland will also become established here. With Geberit AquaClean – the toilet that cleans us with water – Geberit intends to advance a toilet cultural transformation.

Expanded range – attractive entry-level prices

A new presence, new brand, new products – and all this at attractive entry-level prices. Geberit AquaClean offers the right model to suit every housing and living situation, from simple to deluxe. The Geberit AquaClean 4000, Geberit AquaClean 5000 and Geberit AquaClean 5000*plus* models are replacing the current Balena 4000 and Balena 6000 models. The ergonomically designed toilet seats turn any standard toilet into a well-being zone. In comparison with the entry-level Geberit AquaClean 4000, the Geberit AquaClean 5000 offers valuable additional features: an oscillating water spray cleans you thoroughly, and the automatic air-purification system means that lingering odours in the bathroom can now be regarded as a thing of the past. On top of this, the Geberit AquaClean 5000*plus* offers a ladies' spray, a dryer and a remote control. Here, everything is designed to suit the personal requirements of each user – the water spray strength, temperature and dryer can all be adjusted individually.

With the Geberit AquaClean 8000, the range of complete systems now includes a more competitively priced entry-level model with adjustable water spray strength and oscillating spray. The top model, the Geberit AquaClean 8000*plus*, our deluxe complete system with its' shapely design gives the user a unique experience of well-being while the pulsating massage function revitalises and refreshes. In addition, user profiles can be stored quickly and easily.

Relaxation and well-being on the toilet

Geberit has been selling toilets that clean with water for over 30 years. It may therefore seem surprising that the company has chosen precisely this moment to place more focus on these products. "Over the last few years, our many conversations with customers have made us realise that the need for relaxation, comfort and well-being is getting ever stronger. More and more people are dreaming of their little oasis of well-being within their own four walls – and, of course, a toilet that cleans in a gentle, pleasant and natural way forms part of this", explains Albert Baehny, CEO of Geberit. He is convinced: "The time is ripe for a change in standards of hygiene for our toilets."

Many do not feel clean after using the toilet

The impression gained from conversations with customers, of a cultural transformation in toilet use, was confirmed in a well-being and hygiene study commissioned by Geberit and performed by the market research company GfK*. The people from six countries that were surveyed were open and honest. A third of Europeans do not feel clean after using the toilet, and three-quarters believe that being washed clean with water would be more thorough. "Overall, we discovered an astonishing readiness to abandon existing habits, i.e. cleaning with paper. One in two people could even envisage purchasing a toilet that cleans them with water", explains Markus Zumbühl, Member of the Departmental Management Board for Custom Research at GfK Switzerland. And he adds: "My fifteen years' experience of surveys like these have shown again and again that human beings are creatures of habit and tend to be rather sceptical towards new products. When you have more than fifty percent stating their desire to change their habits, that is really a large number."

* study in Austria carried out by the market institute research agency

** Switzerland, Germany, Austria, Italy, Spain, Japan

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