



Living Geberit: Rediscovering the Geberit spirit

Geberit employees are ambassadors for our company. With this in mind, around 3000 employees concerned themselves intensively with the core values of the company and the Geberit brand during workshops in 2007. The Living Geberit project was met with an extremely positive echo among the employees, many of whom rediscovered the Geberit philosophy.

The employees are the company's most important ambassadors. They have a decisive effect on the image of a brand and represent the Group in daily dealings with customers and other stakeholders. Optimum performance of this task is only possible if the employees are aware of what their company stands for and what its objectives are. Geberit employees should not be content with simply doing their job. Those who work at Geberit should identify with and practice the company's philosophy.



The Living Geberit Trainer talking to the assembled team of Geberit Spain.