

Satisfied customers thanks to new standards in plumbing technology

- Geberit products are the key to design-oriented and hygienically optimized plumbing areas
- Customer training courses with around 30,000 participants in 2006
- Geberit as a partner for sustainable building

Geberit is not simply products. The concept Know-How Installed characterizes the company in a fitting manner. As a knowledge-oriented company, Geberit creates a constantly growing fund of know-how and passes this on to its customers. Permanently optimized quality standards and reliability, as well as quick and simple installation, are success factors for high customer satisfaction.

New marketing organization strengthens service for customers

In recent years, Geberit has taken steps to act in an even more market- and customer-oriented manner. The strengthening of marketing at Group level took account of the increasing internationalization of business and of the need to exploit synergies. Cooperation between marketing, sales and product management was further optimized with the aim of satisfying customer requirements to an even greater extent with innovative new products.

In terms of market servicing, Geberit is placing its faith resolutely in the three-stage distribution channel. Geberit products are distributed exclusively via the wholesale trade. The trade subsequently sells the products to plumbers and also maintains, for example, displays, in which the Geberit products are shown to the end user. The partnership approach is demonstrated through joint marketing campaigns with the wholesale trade. At the same time, Geberit provides plumbers and planners with intensive support through training and advising which in turn leads to an increased demand for Geberit products at the wholesalers.

Architects and building contractors are an increasingly important target group for the exchange of information and training, as they recognize and set trends in the building sector. Geberit wishes to take up these trends as early as possible and to implement them in concrete products. End users are becoming increasingly important for Geberit to the extent that their need for design-oriented, com-

The business model

