

Innovation factory for sustainable products

- Structured process and the latest methods as a basis
- Saving water remains a central theme
- New products fully focused on hygiene

Innovative ideas, committed employees, pronounced core competences and well thought-out work processes make Geberit products what they are: highly developed, reliable, lasting and optimally coordinated sanitary and piping systems. Environmental aspects are taken into consideration as early as the initial phase of the development process. Here, Geberit sets standards for sparing use of the resource water, with simultaneous highest comfort and maximum hygiene.

Market-oriented further development thanks to the innovation process development

Being European market leader in plumbing technology is a distinction, achievement and obligation at the same time. To enable Geberit to offer its customers highly developed quality products year after year, work is continuously being carried out on new developments and on the optimization of existing systems. This is why the company has been practicing applied research and development for decades. Many impulses come direct from the customer. The marketing and sales experts as well as product managers monitor and analyze developments in the markets. They identify the latest trends, evaluate them and prepare project proposals.

Geberit operates its own “innovation factory”. Following on from the preparation of the idea, the project managers compile interdisciplinary teams. As a result, product managers, engineers, application engineers and technical designers, as well as experts from procurement, marketing, sales, and environmental and quality management, work together towards the successful realization of a project. All new developments are prepared and optimized on the basis of the structured “Innovation Process Development” (IPD). This ensures that optimum use is made of the creative potential of the ideas and that the development activities are tailored to the requirements of the market. The IPD consists of six phases: preparation of the idea, concept, development, implementation, optimization and marketing. The know-how of numerous departments and laboratories as well as – if required – of external partners is incorporated.

Innovation Process Development (IPD)

