

3. Selective geographic expansion

The accelerated penetration of markets such as France, Great Britain, the Iberian peninsula, Eastern Europe and the Nordic countries is an important factor in the long-term success. Outside of Europe, the company adopts a very selective approach. In addition to our involvement in North America, Geberit is concentrating predominantly on the project business in the regions China, Singapore, South Korea, Australia and the United Arab Emirates. In this respect, the company always adheres strictly to the existing high standards in terms of quality and profitability. When building up and expanding the local organizations, dealing respectfully with differing cultures is regarded as a standard of decency and, additionally, as a success factor. This makes Geberit an internationally respected partner.

4. Continuous optimization of business processes

Geberit is continuously optimizing business processes and infrastructure with a long-term horizon. With just a few exceptions, both areas have reached a level with which the growth planned for the medium term can be managed. One of the most important strategic tasks is the permanent optimization of the business processes. On the one hand, in Group-wide projects in which, for example, the logistics strategy is further developed or the European distribution activities reviewed. On the other hand, it is the employees who recognize opportunities for improvement time after time, thus making a decisive contribution to the positive development.

Improved reputation on the capital market as a result of efforts in the field of sustainability

The efforts in terms of sustainable corporate management are being rewarded by the capital market. Geberit is well represented in the – comparatively still small but constantly growing – segment of sustainability stock indexes and sustainability funds. Thus it is that the Geberit share now features in the Dow Jones Sustainability Index (DJSI STOXX), the Ethibel Sustainability Index (ESI) and the FTSE4Good Index (Europe and Global). In addition, renowned sustainability funds hold the Geberit titles in their portfolios. Geberit's objective is to continue

Integration of Mapress into the Geberit Group brought to a successful conclusion

In 2004, the Mapress production plant in Langenfeld (DE), one of the world's leading manufacturers of press fitting systems made from stainless steel, carbon steel and copper, was successfully integrated into the Geberit Group. Around 500 employees work for Geberit Mapress customers in production, logistics and administration. Marketing and sales are from a single source. Geberit has also fully completed the integration of Mapress on the product side with the development of an adapter fitting for use between the Mepla multilayer and the Mapress pipes.

