

fortable and hygienically optimized plumbing areas is constantly rising. Consequently, the company's advertising explains how Geberit can contribute towards this type of solution.

The Know-How Installed marketing concept



### Setting new standards in plumbing technology with Know-How Installed

According to a customer survey, the terms quality, functionality, reliability and partnership describe the core of the company. The product range, the organization and the relations with customers and business partners are best summarized using these terms. However, this is not sufficient for ensuring future success. The fundamental values "integration", "innovation" and "knowledge" distinguish Geberit from the other market players. These values characterize the thinking and actions of Geberit employees. They guarantee that the position as market leader can be maintained and that new standards can be set in plumbing technology time after time. In this respect, the extensive specialist knowledge should be used resolutely for the creation of innovations. This will enable the use of synergies and the optimization of the efficiency of entire systems. Based on this, Geberit has developed a marketing concept in Know-How Installed with which the position of market leader is to be underlined.

### Top quality thanks to professional management processes

Quality creates enthusiasm and trust. It can only develop from quality awareness and is standard at Geberit. Quality is the result of controlled processes throughout the company, and is supported by the central quality management department.

Geberit strives towards the zero-error principle. On the basis of systematic analyses, measures and procedures are developed which are intended to exclude defects on a preventative basis. The company orients itself towards customer requirements, statutory regulations and standards. The objective is to exceed these time after time. All products pass through a defined process. Thus for example, health and safety requirements of all products are tested and ensured, from the development stage through to certification and manufacture, and right through to use.



#### Over 7,200 workshop participants

The information centers in Pfullendorf (DE) and Langenfeld (DE) illustrate the intensity of the training programs. In 2006, a total of 545 workshops were organized at these two locations, during which 4,758 plumbers, 357 planners and architects, 265 wholesale employees, 1,473 representatives of vocational schools and technology universities as well as 379 international visitors were trained.