

# Enthusiating customers with quality

- Intelligent sanitary solutions for sustainable construction
- More than 90,000 training participants worldwide
- Successful partnership model for the sale of Geberit AquaClean

To enthruse customers anew every day, Geberit relies on the production of reliable and practical quality products and an uncontested leading position in terms of training. The three criteria with which the company aims to stand out from competitors are know-how, innovation and integration. The Know-How Installed marketing concept is implemented by building on this goal. It underscores Geberit's position as market leader.

### Market development further optimized

Over the past three years, Geberit has brought a wealth of new products to the market. In order to meet the needs of the markets as best possible, Geberit has further optimized cooperation between central marketing and the local sales companies. In particular in growth areas, such as drinking water hygiene and sustainable construction, and for major product launches, joint marketing campaigns have huge benefits and set new standards for the sanitary sector. In an increasingly international business, this results in the desired synergy effects. In terms of market development, Geberit relies on a three-stage distribution channel. The products are distributed via wholesale trade. Dealerships then sell them to plumbers and present them at exhibitions and other venues where end customers can gain information.

At the same time, Geberit provides plumbers and sanitary engineers with intensive support through training and advising, which in turn leads to increased demand for Geberit products from wholesalers.

### New partnership model for Geberit AquaClean

Design-oriented, comfortable and, in terms of hygiene, optimized products are seeing greater demand from end users. Geberit AquaClean, newly launched in 2009, is oriented toward this trend. The associated "I love Water" campaign aims to free the toilet with the shower principle from taboos. The focus is on cleanliness and freshness which ensures greater brand awareness. In sales, Geberit is breaking new ground, for instance with the development of specialized Geberit AquaClean partners, which are intensely supported in end-customer marketing. The partners are integrated on the [www.i-love-water.com](http://www.i-love-water.com) end-customer website and their employees trained for consulting by Geberit experts.

The marketing concept  
Know-How Installed



The business model

