

# Sustainable products set standards

- Research and development of great importance
- Leading in water- and energy-saving measures as well as sound insulation
- Geberit AquaClean – the next-generation toilet

As a future-oriented company, Geberit has been practicing applied research and development at the highest level for decades. In addition to high quality, durability and easy installation, the new products are designed for the economical use of water and energy as well as model sound insulation. This creates intelligent solutions for the global growth market of sustainable construction.

## Innovative culture as the decisive factor

Creativity cannot be forced, but it can be encouraged. Geberit has created and further developed the Innovation Process Development (IPD) in order to promote employees' creativity and convert ideas into successful innovations. The IPD is at the heart of all business processes. The process has a clear goal: to equip customers with the best options available. This means providing end customers with environmentally friendly, high-quality, esthetic products; plumbers with installation- and maintenance-friendly systems; and architects and sanitary engineers with sophisticated system solutions according to the latest standards. Geberit works on this in all areas – in the development, production and marketing of sanitary and piping systems. Many ideas are gained globally from customer meetings. New needs and trends with potential are sought out, evaluated and incorporated in the development process.

## Eco-design comprehensively integrated

Geberit regards Eco-Design as the key to environmentally friendly products. Already in the development process, the most environmentally friendly materials and functional principles are used, risks are minimized and high resource efficiency is pursued for the production process as well as the product itself. Eco-design workshops, which are attended by representatives of various sectors, are an integral part of the early development phase. Every new product is to be better than its predecessor with respect to environmental aspects. Specially created product life cycle assessments are valuable decision-making aids (example: Geberit AquaClean, see page 30). These workshops include a systematic product analysis across all life phases, the verification of statutory requirements as well as the analysis of competitors' products. The results of the Eco-design workshop are documented systematically and serve as the basis for developing solutions that are being included in the specifications and documents enclosed with the products.

## The Innovation Process Development (IPD)

