

Geberit AG in Home and Garden (Switzerland)

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Abstracts

Greater comfort and convenience in bathrooms is a worldwide trend and Geberit is further developing and building up new areas of expertise. Shower toilets and touchless controls are two areas in which the company considers there to be considerable potential for high-end innovative products. In 2013, Geberit will also conduct a completely new advertising campaign for Geberit AquaClean with an emphasis on hygiene, freshness, cleanliness and wellbeing. Geberit constantly uses digital media to...

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