

Geberit and Twyford – Everything Changes, Nothing Changes.

At Geberit we are passionate about helping you create inspirational bathrooms that are both beautiful and functional.

That's why we're making some changes to our current product portfolio.

Firstly, our Twyford branded products will be focused on the eco and affordable parts of the market and will include the Option and Alcona ranges. Twyford Alcona is being extended with the introduction of new basins and WCs, including a new wall-hung offer which will be made available to you at the merchant trade counter.

The current Twyford E100 and E200 ranges will be rebranded Geberit Selnova and Selnova Compact, as they are added to the new Geberit Select Collection for your bathroom showroom but remain at the same great price point. The Dynamic Duo will evolve into a new Made for Each Other promotion, offering your customers the Geberit Selnova wall-hung pan and Geberit Duofix Delta frame package.

We are proud to be setting the standard for a new era in bathrooms, both in front and behind the wall.

But nothing changes. Geberit and Twyford will remain your trusted bathroom brands, delivering the same great product design, quality and availability that you have come to expect.

Twyford Option and Alcona and Geberit Selnova (formerly Twyford E100 and E200) ranges will remain available over the counter at your local merchant, supported by price promotions such as 'Grab & Go'.

Any contractual arrangements made before the brand evolution in October will be discussed with the customer, with the aim of switching to the new brand, or by supporting with the Twyford brand until production ends in March 2021.

Product prices will not change, and neither will access to your local sales contact. We will continue to support you and your team through promotional pricing, bespoke literature and a digital asset library as well as dual branded POS.

Hundreds of installers will continue to be trained every year at our Geberit Training Academy. We'll continue to drive awareness and maximise footfall into your branch as we maintain our position as a European leader of quality-crafted, on-trend bathrooms.