

## **Geberit and Twyford – Everything Changes, Nothing Changes.**

At Geberit we are passionate about offering you and your customers affordable, inspirational bathrooms that are both beautiful and functional - regardless of budget or space available.

We are making some significant changes to our Bathroom Showroom offer. Our Twyford E100 and E200 ranges will be rebranded Geberit Selnova and Selnova Compact, as they are added to the new Geberit Select Collection. But this is not a simple re-brand, we are significantly strengthening the range with new products, on trend furniture and the addition of higher end product.

The new Select Collection embodies the very essence of Geberit - opening up a host of affordable, on-trend design and installation possibilities usually associated with a more premium bathroom offer – including our space-saving concealed cisterns, wall-hung technology, furniture and Geberit AquaClean shower toilets.

We will be offering joint branded showroom fitouts, POS, bespoke literature and branch staff training to help maximise your sales potential and inspire your customers to choose Geberit.

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. The Twyford brand will continue to be sold OTC and into eco and affordable projects.

Geberit will continue to innovate in its in front of the wall bathroom product offering, as well as behind the wall technology, making sure our merchant partners benefit from our 'Design Meets Function' philosophy.

We will continue to invest heavily in marketing activity driving end consumer awareness and desire for our inspirational bathrooms, making Geberit an easy sell for you and your installer customers.

We will continue to support bathroom showrooms with digital and traditional sales tools and branch staff training with the aim to help support installer referral.