

Geberit and Twyford – Everything Changes, Nothing Changes.

From schools and universities, to affordable housing and healthcare, the construction industry is evolving and Geberit is ready for the changes ahead.

We are investing in our current Twyford product portfolio to strengthen its position in the commercial sector. The **Twyford Alcona** brand is being extended with the introduction of new basins and WCs, including a new wall-hung offer, which will be available over the counter from your local merchant.

The Twyford E100 and E200 ranges will be rebranded **Geberit Selnova** and **Selnova Compact**, as they are added to the new Geberit Select Collection. This new Collection embodies the very essence of Geberit - opening up a host of functional, affordable and on-trend design and installation possibilities usually associated with a more premium bathroom offer – including our space-saving concealed cisterns, wall-hung technology and **Geberit AquaClean** shower toilets.

The new Geberit Select Collection will be on display at your local merchant showroom, where we are 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. Product prices will not change, and neither will access to spare parts, your local sales contact or after care support.

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.

Across PR, social media, advertising and marketing we'll continue to drive awareness and consumer demand for Geberit and Twyford as we maintain our position as a European leader of quality-crafted, on-trend bathrooms.