

Geberit and Twyford – Everything Changes, Nothing Changes.

At Geberit we are passionate about helping you to 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, and will be added to the new Geberit Select Collection. This new 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.

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.

Twyford Option and Alcona ranges will remain available over the counter at your local merchant, supported by price promotions such as 'Grab & Go', and the newly re-branded Geberit Selnova range will also be available over the counter and can be seen in the bathroom showroom - giving you the opportunity to offer your customers a Geberit bathroom, at an affordable price.

We will continue to support you with installer training, with specific sessions on wall-hung technology and the Geberit AquaClean shower toilet.

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.