

NEW

THE GEBERIT WC SYSTEM SALES GUIDE

ONE EXTRAORDINARY FLUSH

DON'T SETTLE.
IT'S ALL ABOUT
THE FLUSH



CONTENTS

INSIGHTS	4
TECHNOLOGY	6
CREATE YOUR OWN WC SYSTEM	8
HOW IT WORKS	10
SPECIFICATIONS	12
CLOSING THE SALE	16

THE INSIGHT

WHY SHOULD WE NO LONGER BE SETTling?

Recent research shows that Brits are increasingly frustrated with their toilets. From weak flushing performance and the need for double flushes, to hygiene challenges and hard-to-reach areas, today's WC often fails to deliver. Add to that noisy flushes that disrupt the household, especially at night, and it's no surprise many people are compromising their behaviour just to avoid the inconvenience. Over time, consumers have quietly settled for an inferior flush.

But the most striking insight?

The most important decision in the bathroom is the one people don't realise they're making - the choice of WC system itself.

"THE TOILET IS THE HARDEST WORKING PRODUCT IN THE BATHROOM, YET IT'S OFTEN THE MOST OVERLOOKED. WE UPGRADE EVERYTHING ELSE IN OUR HOMES - BUT TOILETS ARE STILL OFTEN CHOSEN ON HABIT OR DICTATED TO BY A PERSUASIVE SALES REP."

Sonia De Gioia,
Showroom Sales Director at Geberit UK



1 in 3 buyers are disappointed by their toilet not working properly

9 in 10 Brits fear the flush will fail

88% of respondents are embarrassed using a toilet when others' are present

Noisy flushes keep **83%** of Britons awake at night

82% confessed to changing behaviour to avoid making noise

42% say flush performance is more important than appearance

Source: Geberit Survey 2026: Over 2000 respondents

GEBERIT TURBOFLUSH® TECHNOLOGY

QUIET, POWERFUL PERFORMANCE



When a late-night flush wakes the whole house, or stubborn marks mean reaching for the toilet brush yet again, it's clear that many toilets simply don't perform as they should. Despite modern design, most still rely on a basic principle: gravity. Water is released, but not controlled - resulting in unnecessary noise, inconsistent clearing, and everyday compromise.

Geberit TurboFlush® changes this.

Engineered for performance, not just appearance, TurboFlush® harnesses the power of water and directs it with precision. Its innovative technology creates a powerful vortex within the rimless bowl, guiding water in a controlled spiral that reaches every surface. The asymmetrical inner geometry ensures an exceptionally thorough clean, quietly and efficiently.

The result is a flush that **performs up to 10 times better** than international standards, delivering outstanding hygiene while significantly reducing the need for manual cleaning.

Designed for modern living

A toilet with Geberit TurboFlush® technology is ideal for those who expect more from their bathroom.

Good reasons to choose TurboFlush®



SWISS ENGINEERED

Quality materials and precise manufacturing means every WC system has been flush-tested 200,000 times to mimic 50 years of usage ensuring reliable performance for years to come.



SUPERIOR HYGIENE WITH A THOROUGH, ALL-SURFACE CLEAN

TurboFlush® generates a flush performance that is 10 times better than international standards.



WHISPER-QUIET FLUSH

The patented water guide ensures a pleasantly quieter flushing than a standard pan.



LESS CLEANING EFFORT

The powerful and targeted flush with rimless design considerably reduces manual cleaning effort.



WATER SAVING

The efficient rotating flush is effective at low water volumes and reduces the need for a second flush as the bowl is cleared first time.

BECAUSE THE MOST IMPORTANT CHOICE IN YOUR BATHROOM ISN'T JUST HOW IT LOOKS, IT'S HOW IT WORKS. **WITH GEBERIT TURBOFLUSH®, YOU EXPERIENCE A CLEANER, QUIETER, MORE RELIABLE FLUSH - EVERY TIME.**

THE GEBERIT WC SYSTEM

A SMARTER WAY TO CHOOSE YOUR TOILET



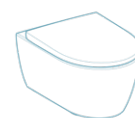
CREATE YOUR OWN **WC SYSTEM**

1. Choose your **WC**

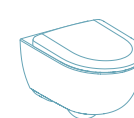
Geberit TurboFlush® technology is available across a wide range of WC solutions, square or round, including Geberit AquaClean shower toilets, with options to suit every budget.



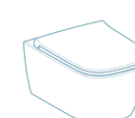
GEBERIT
ACANTO



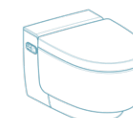
GEBERIT
ICON



GEBERIT
SELNOVA



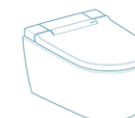
GEBERIT
SMYLE



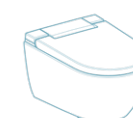
GEBERIT
**AQUACLEAN
MERA**



GEBERIT
**AQUACLEAN
SELA SQUARE**



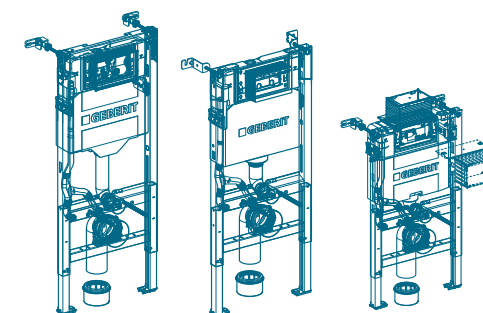
GEBERIT
**AQUACLEAN
SELA**



GEBERIT
**AQUACLEAN
ALBA**

2. Choose your **frame**

Hidden behind the wall, the frame keeps your WC secure and makes installation simple. With different heights across the Alpha, Sigma and Omega ranges, you can find a frame for multiple heights, depths and functionalities.



3. Choose your **flush plate**

The finishing touch, flush plates combine visual elegance and innovative technology. With over 1000 flush plates to choose, from round buttons to square buttons and beautiful finishes in a wide array of colours, you're sure to find the perfect solution.



RECTANGULAR



ROUND



TOUCHLESS



PUSH BUTTON

4. Upgrade with **Geberit DuoFresh**

Keep the bathroom fresher for longer with odour extraction. Geberit DuoFresh also offers a soft LED orientation light and an insert for in-cistern sticks to help keep the pan fresh with every flush.



EFFICIENT

The air is purified by the ceramic honeycomb filter.



QUIET

A quiet fan conveys the purified air back into the room.



ACCESSIBLE

The ceramic honeycomb filter and insert for in-cistern sticks can be easily accessed via the flush plate.



GEBERIT **ONE**

DON'T JUST CHOOSE HOW IT LOOKS.

CHOOSE HOW IT WORKS.

Our range of pans feature TurboFlush® technology.

Because once it's installed behind tile, marble or stone, it's a choice you'll live with for years to come, not just how it looks, but how it performs every day.

GEBERIT
ACANTO



GEBERIT
ICON



GEBERIT
SELNOVA



GEBERIT
SMYLE



GEBERIT
AQUACLEAN
MERA



GEBERIT
AQUACLEAN
SELA SQUARE



GEBERIT
AQUACLEAN
SELA



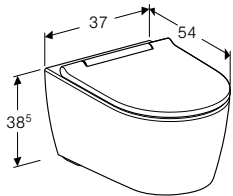
GEBERIT
AQUACLEAN
ALBA



All featuring

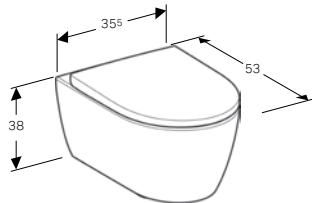
- Geberit Rimfree® or Rimless bowl design with TurboFlush® Technology
- Soft-closing seat with QuickRelease function as standard

SPECIFICATIONS



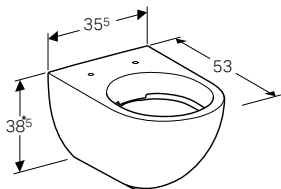
Geberit ONE wall-hung WC set with seat
W 37 / D 54 / H 38.5cm
Rimfree WC ceramic featuring TurboFlush® technology
Fully shrouded design
Includes Soft-closing seat with QuickRelease function
WC seat available in choice of design covers

Art. no.	Product Description	RRP ex VAT
500.201.01.1	White	£737.52
500.202.JT.1	White matt	£1,070.20
500.202.01.1	Gloss chrome	£764.84



Geberit iCon set of wall-hung WC with seat
W 35.5 / D 53 / H 38cm
Rimfree WC ceramic featuring TurboFlush® technology
Fully shrouded design
Includes Soft-closing seat with QuickRelease function
Available in Matt or standard White finish

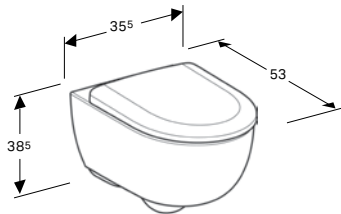
Art. no.	Product Description	RRP ex VAT
503.045.00.1	White	£684.01
503.046.JT.1	White matt	£792.19



Geberit Acanto wall-hung WC with seat
W 35.5 / D 53 / H 38.5cm
Rimfree WC ceramic featuring TurboFlush® technology
Fully shrouded design
Includes Soft-closing seat with QuickRelease function

Art. no.	Product Description	RRP ex VAT
502.718.00.1	White	£655.57

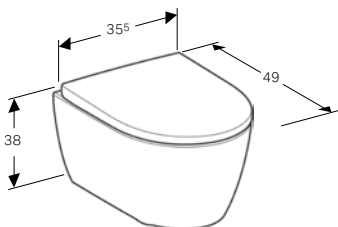
*Including seat not shown in drawing



Geberit Selnova set of wall-hung WC with seat
W 35.5 / D 53 / H 38.5cm
Rimfree WC ceramic featuring TurboFlush® technology
Fully shrouded design
Includes Soft-closing seat with QuickRelease function

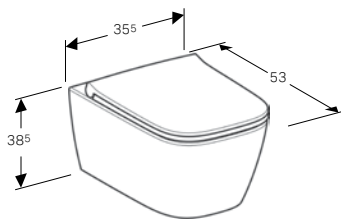
Art. no.	Product Description	RRP ex VAT
503.197.00.1	White	£473.24

**available from 1st September 2026*



Geberit iCon set of short projection wall-hung WC with seat
W 35.5 / D 49 / H 38cm
Rimfree WC ceramic featuring TurboFlush® technology
Fully shrouded design
Includes Soft-closing seat with QuickRelease function
Available in Matt or standard White finish

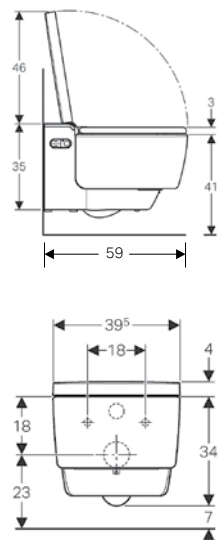
Art. no.	Product Description	RRP ex VAT
503.048.00.1	White	£745.16
503.049.JT.1	White matt	£865.36



Geberit Smyle Square set of wall-hung WC with seat
W 35.5 / D 53 / H 38.5cm
Rimfree WC ceramic featuring TurboFlush® technology
Fully shrouded design
Includes Soft-closing seat with QuickRelease function
Square design

Art. no.	Product Description	RRP ex VAT
503.171.00.1	White	£574.11

SPECIFICATIONS

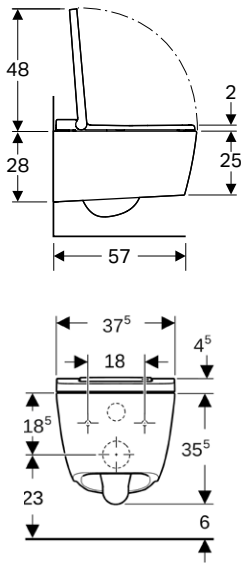
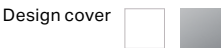


Geberit AquaClean Mera Comfort wall-hung shower toilet complete solution
W 39.5 / D 59 / H 38cm
Rimless WC featuring TurboFlush® technology
Includes Soft-closing seat with QuickRelease function
WC seat available in choice of design covers

Art. no.	Product Description	RRP ex VAT
146.210.11.1	White gloss	£6,337.59
146.210.21.1	Gloss chrome	£6,417.82



View full specification here

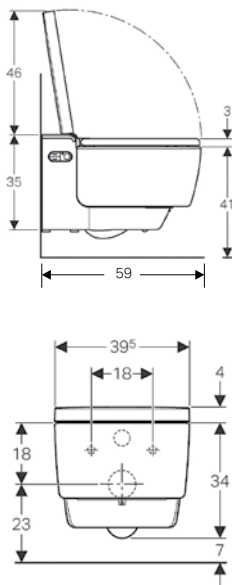


Geberit AquaClean Sela wall-hung shower toilet complete solution
W 37.5 / D 57 / H 40cm
Rimless WC featuring TurboFlush® technology
Includes Soft-closing seat with QuickRelease function
WC seat available in choice of design covers
Available in Matt ceramic finish

Art. no.	Product Description	RRP ex VAT
146.220.11.1	White gloss	£3,449.83
146.220.JT.1	White matt	£3,553.83
146.220.21.1	Gloss chrome	£3,510.35



View full specification here

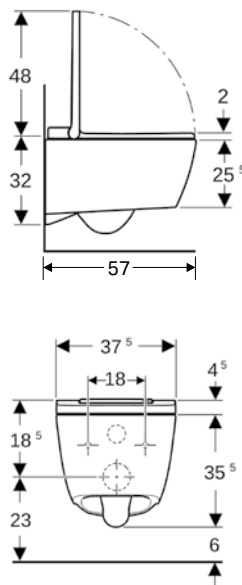


Geberit AquaClean Mera Classic wall-hung shower toilet complete solution
W 39.5 / D 59 / H 38cm
Rimless WC featuring TurboFlush® technology
Includes Soft-closing seat with QuickRelease function
WC seat available in choice of design covers

Art. no.	Product Description	RRP ex VAT
146.200.11.1	White gloss	£4,767.95
146.200.21.1	Gloss chrome	£4,843.62



View full specification here

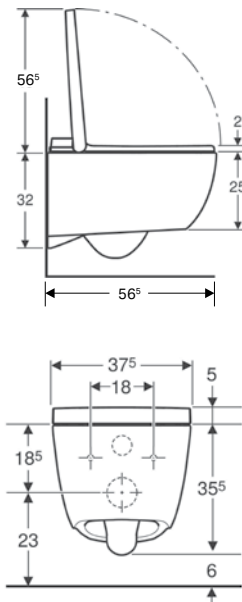


Geberit AquaClean Sela Square wall-hung shower toilet complete solution
W 37.5 / D 57 / H 40cm
Rimless WC featuring TurboFlush® technology
Includes Soft-closing seat with QuickRelease function
WC seat available in choice of design covers
Square design

Art. no.	Product Description	RRP ex VAT
146.250.01.1	White	£3,577.60
146.250.21.1	Gloss chrome	£3,640.00



View full specification here

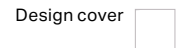


Geberit AquaClean Alba wall-hung shower toilet complete solution
W 37.5 / D 56.5 / H 40.5cm
Rimless WC featuring TurboFlush® technology
Includes Soft-closing seat with QuickRelease function

Art. no.	Product Description	RRP ex VAT
146.350.01.1	White gloss	£1,100.00



View full specification here



CLOSING THE SALE

When presenting Geberit TurboFlush® technology, focus on the outcomes that matter most to your customer. Most people don't visit a showroom thinking about toilet flushing performance, yet the WC is one of the hardest-working products in the bathroom. By asking natural, needs-based questions, you can uncover what matters most to them and connect the benefits of TurboFlush® directly to their lifestyle, making the conversation about customer needs rather than product features.

ASK NEEDS-BASED QUESTIONS

Can I ask -
is this for a
bathroom or
an ensuite?

Do you ever
find you need to
double flush?

Do you want
something
that's easier to
keep clean?

Is noise ever
a concern,
especially at
night?

OUR RECOMMENDATIONS

INTRODUCE **YOUR RECOMMENDATION**

→ Needs to feel earned, not pushy

'In that case, I'd recommend this option. It's designed to clear the bowl fully in one flush, so you don't need the double flush or the extra cleaning'.

MAKE IT **TANGIBLE**

→ Tie to real outcomes and value

'Most people choose this once they see it – it's quieter, more effective and you'll spend less time cleaning it – and it's only £X to upgrade'.

CLOSE **WITH CONFIDENCE**

→ Move from:

Product → Outcome

Choice → Clarity

Price → Value

'If it were my bathroom, this is what I'd go for'.



**Geberit Sales Ltd
Geberit House
Edgehill Drive
Warwick
CV34 6NH**

**T 01926 516800
F 01926 400101
E enquiries@geberit.co.uk**

Literature 0800 007 5133

www.geberit.co.uk