

ON THE COVER

The DaVinci Towers in Dubai are reminiscent of an oyster - including a pearl on the façade. The interior design by Italian sports car designer Horacio Pagani is also full of pearls - including bathrooms with all sorts of Geberit products.

CONCEPT/DESIGN/REALISATION

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Tamer QaziManaging Director Geberit Gulf

DEAR CUSTOMERS,MASTERING WATER – THE GEBERIT WAY

No other sanitary company offers such a complete and innovative range of solutions covering the entire water journey within a building. From the moment drinking water enters the system, to its use in bathrooms – whether in toilets, showers, or washbasins – and finally to drainage, Geberit ensures water flows reliably and seamlessly through every stage of a building's lifecycle.

What truly sets Geberit apart is the depth of hydraulic expertise behind every product. Our engineers study the flow of water and the forces at play in minute detail, transforming this knowledge into solutions that not only maximise efficiency but also elevate design. The result is a unique combination of functionality, sustainability, and aesthetics — what we proudly call **Mastering Water.** This commitment to excellence was recently validated by an independent test conducted by a leading German trade magazine. In a head-to-head comparison of toilets with rotating flush systems from renowned international brands, the Geberit Acanto toilet, equipped with our hydraulically optimised TurboFlush, emerged as the clear winner. No other toilet tested flushed as efficiently while using so little water — a testament to the unrivalled innovation and expertise of Geberit.

As you turn the pages of this magazine, we invite you to discover more stories of how Geberit is shaping the future of water management in buildings across the Middle East and beyond. Together, let us continue to set new benchmarks in sustainability, innovation, and design.

GEBERIT MASTERS HYDRAULICS

MASTERING WATER

Water flows. It moves things. Water plays an essential role in many areas of daily life. As a means of nutrition, water is vital. Water is also used for hygiene – it is the most natural way of cleaning. Another important aspect is its ability to transport – water moves materials, substances or even energy. This capacity to carry liquids and solids forms the basis of modern sewage systems, which have contributed significantly to the improvement of public health and the development of today's society.

THREE BASIC FUNCTIONS OF WATER



NUTRITION

Water is essential for life on earth and for our daily existence.



HYGIENE

Water brings freshness, cleanliness and well-being – it is the most natural means of cleaning and hygiene.



TRANSPORTATION

Water transports substances, materials and energy.





SPECIALIST IN ALL THREE AREAS OF WATER MANAGEMENT IN BUILDINGS



SUPPLY

Geberit ensures that fresh water of high quality reaches the point of use safely with efficient and hygienic installations in the building.



USF

Geberit develops products that ensure that the water can be used reliably and economically.



DRAINAGE

Geberit ensures that waste water leaves the building efficiently, quietly, without residue and odour-free with a high discharge capacity.

AT HOME IN ALL AREAS

Geberit has been driving the development of sanitary technology for over 150 years. From its beginnings in flushing technology, the company has established itself as an expert in all areas where water flows in buildings. Geberit holds a special position in the market – it is the only company that covers all three areas of water flow in buildings and offers the corresponding products from a single source.

With technical expertise and functional design, Geberit makes handling water simple, safe and efficient – throughout the entire sanitary system.

BEHIND THE WALL

SUPPLY



Reduced pressure loss with:

Geberit Mapress

INSTALLATION AND FLUSHING



Efficient flushing and quiet filling with:

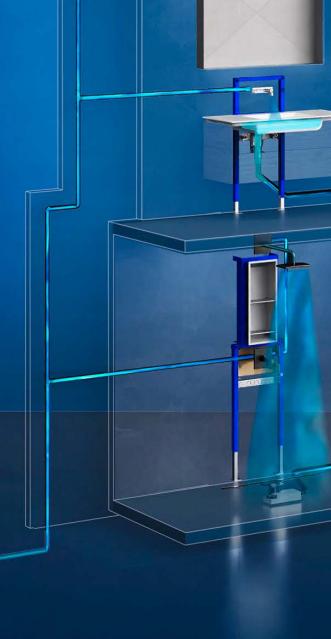
Geberit Type 212 flush valve Geberit Type 383 fill valve

DRAINAGE



High discharge rate with:

Geberit SuperTube technology





wc



Powerful flushing with:

Geberit WCs with TurboFlush technology

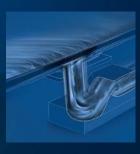
WASHBASIN



Residue-free outflow:

Geberit ONE washbasin with CleanDrain

SHOWER



Safe drainage with:

Geberit CleanLine shower channel



Geberit Acanto was rated the best toilet ceramic appliance with rotational flushing in the test of the German specialist magazine SBZ and the Esslingen University of Applied Sciences. The Geberit model stood out in particular for its flushing performance with low water volumes.

How good are toilet ceramics with rotational flushing? The German magazine SBZ, which focuses on the HVAC and plumbing industries, wanted to find out. In collaboration with the Esslingen University of Applied Sciences, ten models were tested in which the flushing water flows through the ceramic in a rotational movement. The focus was on flushing quality and hygiene. The test included both standardised tests according to the DIN standard and practical applications. The ceramic models examined came from ten different suppliers operating in Germany.

The independent experts from the Esslingen University of Applied Sciences came to the conclusion that rotational flushing systems are superior to conventional flushing systems. All the models tested received ratings ranging from good to very good. Geberit Acanto, with its TurboFlush technology, impressed with top scores in all test categories, from the toilet paper and plastic ball flush tests to the ketchup smear tests. In the overall ranking, Acanto clearly beat its competitors.

CLEAN FLUSHING WITH LOW WATER CONSUMPTION

"Acanto's clear top performance in the flush tests with reduced water volumes and the sound level measurements is particularly pleasing," says Tobias Ambauen, Head of the Ceramics and Bathroom Furniture Product Line. The outstanding results underscore the extensive hydraulic expertise of Geberit. The asymmetric interior shape of the Acanto guides the water in a precise and powerful vortex through the ceramic appliance. Thanks to this ideal control, the TurboFlush technology reduces the amount of water required for a thorough flush and minimises the flushing noise.

TURBOFLUSH RANGE EXPANSION IN 2025

In addition to the already well-known products Geberit Acanto and ONE, as well as the AquaClean shower toilet series, Geberit expanded its range of toilet ceramics with TurboFlush technology this year. Several models in the iCon series and Selnova models are also now available with TurboFlush. This means that Geberit is making TurboFlush technology accessible for various installation situations and in all price segments.

GEBERIT TURBOFLUSH TOP PERFORMANCE IN COMPETITION

+100%

FLUSHING TOILET PAPER WITH 3 LITRES

Performance when flushing DIN toilet paper with a volume of 3 litres is 100% better than the runner-up.

100/100

SURFACE FLUSHING WITH 3 LITRES

Complete flush coverage up to 85 mm below the top edge of the bowl with a flush volume of just 3 litres.

100/100

SMEAR TEST WITH 3 LITRES

Smear test in the rear area of the toilet bowl.

100/100

50 STANDARD PLASTIC BALLS

Flushing of 50 standard plastic balls in 5 flush tests.

98/100

SPRAY TEST

Best results in the spray test according to DIN EN 997, virtually no splashes outside the ceramic.

99/100

QUIET FLUSHING

Measurement of the maximum sound level for comparison purposes at 6 litres.



"THE FLUSHING PERFORMANCE OF ACANTO IS REMARKABLE"

Philipp Akkawi from Esslingen University of Applied Sciences conducted a comparative analysis of ten toilet ceramics with rotational flushing systems. In an interview, he explains why models such as Geberit Acanto are an important step towards water-saving sanitary technology.



Prof. Philipp AkkawiVice Dean Science, Energy and Building Services,
Esslingen University of Applied Sciences

Professor Akkawi, what was the aim of your investigation into toilets with rotational flushing?

Our goal was to analyse the performance of current toilet ceramics with rotational flushing systematically and under realistic conditions, thereby enabling an objective, comparative classification of the available ceramics.

Geberit Acanto with TurboFlush technology emerged as the test winner in your study. How does Acanto differ from other ceramic appliances?

The Acanto toilet ceramic features a unique internal geometry that achieves outstanding functional results. Its innovative design not only supports rotational flushing but also creates a targeted downward flow at the core of the rotation. Tests have shown that this flow pattern results in a consistently high flush pressure towards the siphon, both with partial and full flush. This ensures effective and reliable flushing.

Acanto is clearly ahead of its competitors when it comes to flushing with small amounts of water. Why is this important?

It is remarkable that the Acanto model retains its effective combination of rotational and downward flow even when the partial flush is used. This underlines the potential for establishing small-volume flushing as the new standard. This repre-

sents a significant step forward in water-saving sanitary technology, particularly in light of growing global water scarcity.

Acanto's TurboFlush technology also received top marks in your test for low noise levels. How would you rate the advantage of quiet toilets?

Quiet flushing technologies offer a noticeable comfort advantage, especially in modern residential buildings and hotels, where bathrooms are often located next to bedrooms. Quiet flushing is also particularly useful in sensitive areas such as hospitals. In increasingly well-insulated buildings, where noise is more clearly perceived within the home, quiet flushing technology makes a significant contribution to the quality of living.

Finally, let's take a look into the crystal ball: How do you think flushing systems will develop over the next ten years?

Next ten years? Water efficiency, hygiene and user comfort will continue to be key challenges for flushing systems in the future. The trend could move towards highly efficient technologies that enable maximum cleaning performance with minimum water consumption through optimised flow mechanics. At the same time, digitalisation and sensor technology are becoming increasingly important. Could intelligent systems in future precisely adjust the amount of flushing water to the actual level of contamination and trigger automated follow-up or intensive flushing as required? Such adaptive controls would enable a significant improvement in resource efficiency while ensuring high hygiene standards. It will be fascinating to see how and when these concepts take root.

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The effective combination of rotational and downward flow ensures thorough rinsing.

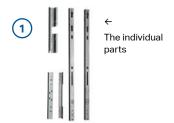


NEW DUOFIX PRODUCTION LINE

FULLY **AUTOMATED**

Vertically, it would be as high as the highest church tower in the world: the new Duofix production line in Lichtenstein (DE) is around 160 metres long. Even more impressive is the Geberit know-how that facilitates fully automated operation.

It would be no problem to jog around the new Duofix WC production line. There would be no danger of oncoming passers-by. The production line is fully automated from start to finish and is managed by just four employees. Mechanical staff predominate: as of this year, 32 robots distributed over the line make sure that a Duofix frame leaves the production line every eight seconds.



HUNGRY FOR STEEL BANDS

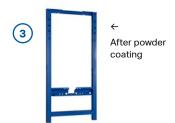
The facility is fed with "coils", giant rolled-up metal bands. Sixty tonnes are needed every day. In a first step, they are converted into the side profiles and pressure crossbar of the Duofix frame by means of profiling and punching. Steffen Uhlig, Head of Process Engineering at Geberit in Lichtenstein, is responsible for this part of the facility. He says: "Our new punching system with three servo-electric presses enables us to produce the required punchings with maximum precision and speed."





HOT PHASE

Now it's time to get the different individual parts of the frame into the right position and prepare them for welding. This is done in three cells, each with four welding robots. The technique used not only offers high speed, but also guarantees outstanding weld seam quality.



WASHING, DRYING, COATING

What sounds like a visit to the hairdresser is in fact a trip for the welded Duofix frame to the powder coating line – at 74 meters, the longest section of the line. Suspended from brackets, the frames embark on a ghost train-like ride. On the way, they are first cleaned and then dried. And finally, powder coating gives them their striking blue colour.

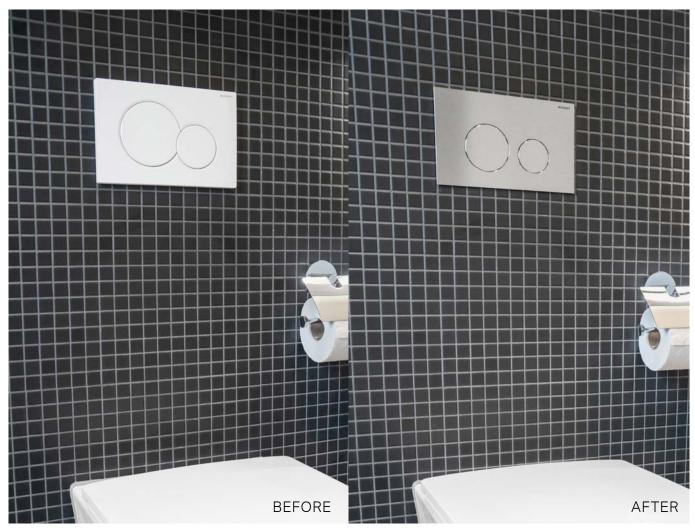


AND THEN ADD SOME FEET

The Duofix frame is finished off in frame assembly – it is equipped with feet and side drawers and then stacked for removal. An additional nine robots are in use for this purpose. The Duofix is now ready for its journey to the plant in Pfullendorf (DE) for further processing.

TREMENDOUS PRECISION AND EFFICIENCY

"The new Duofix production line can undoubtedly be described as a masterpiece of precision and efficiency," says Plant Manager Michiel Willi. This is because it unites all of the Lichtenstein knowhow that has been built up over the past decades by numerous specialists as part of previous Duofix production lines at the site.



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The customer's bathroom before and after.

QUICK AND EASY, NO TOOLS NEEDED

SIGMA40 INSTALLED IN NO TIME

The particularly slim design of the Geberit Sigma40 actuator plate required the development of a new fastening system. For plumbers, the new snap-in mechanism offers the usual simple, tool-free installation – also when replacing a plate.

Designing the Sigma40 as thin as possible was the key requirement – and it presented a unique challenge for the development team. A new snap-in mechanism was developed specifically for the slim actuator plate, which not only meets the requirements for minimal plate depth but also enables intuitive handling by the installer. "Replacing an old Sigma actuator plate with a new Sigma40 is done in a flash – and without any tools," says David Oswald, master plumber and application engineer at Geberit. He backs up his words with a practical demonstration in a customer's bathroom.

PRODUCTS



1.

Using gentle upward pressure, David Oswald removes the old actuator plate from its mounting.



2.

He removes the two old actuator rods.



2

A 90° turn of the distance bolts allows for the easy removal of the old mounting frame.



4.

The new Sigma40 mounting frame is positioned, secured with the distance bolts and tightened with the locking wedges.



5

David Oswald shortens the two new actuator rods by breaking off a piece of each.



6

He then inserts the rods with the correct length and secures them with a 90° turn.



7.

For the final step, the Sigma40 actuator plate is snapped into the mounting frame. A distinct click confirms that the snap-in mechanism is securely engaged.



GEBERIT MIX & MATCH BATHROOM FURNITURE

TRICKS FOR FURNITURE INSTALLATION

Mounting of Geberit ONE, Acanto and iCon bathroom furniture and ceramic appliances is standardised with Geberit Mix & Match. Once the first one is done, installation of the next ones is simple and efficient.











The installation video shows just how easy the adjustments are: www.youtube.com/

watch?v=E46uET6LcSI



GEBERIT MIX & MATCH - VERSATILE AND MODULAR

With Geberit Mix & Match, bathroom furniture, washbasins and accessories can be combined in a modular way and across series. The Mix & Match washplace range is designed according to the modular principle: depending on the design and functional requirements, bathroom furniture and washbasins from the Geberit ONE, Acanto and iCon bathroom series can be individually combined and matched with the right mirrors or mirror cabinets.

1. TEMPLATE: NO MORE TEDIOUS MEASURING

A template for the drill holes is available for the products from the Geberit Mix & Match range. This eliminates the need to measure the drill holes for fastening the furniture to the wall. This saves time during mounting and eliminates measurement errors.

2. MOUNTING PLATE: ADDED SCOPE

The mounting plate for attaching the bathroom furniture to the wall can be fixed with just two screws, offers additional screw positions for difficult surfaces and sufficient tolerance for compensating for inaccurate drill holes.

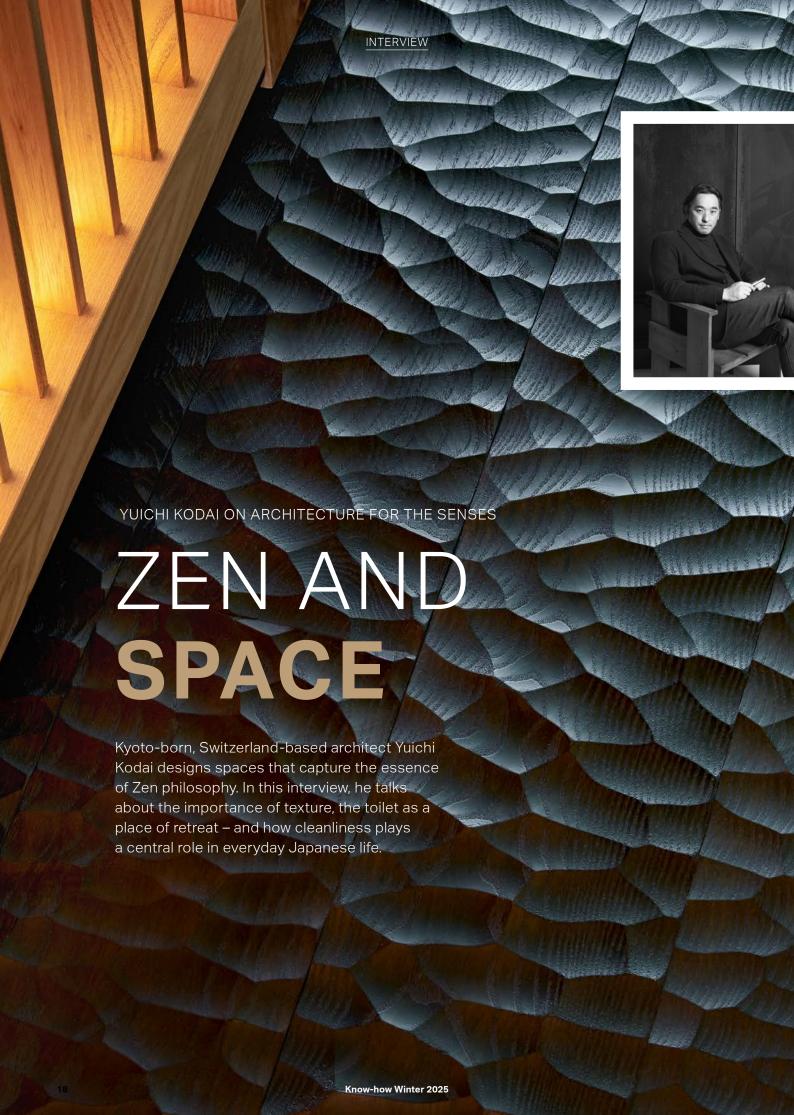
3. SAFETY LOCK: SINGLE SNAP-IN

A blue safety lock prevents the bathroom furniture from disengaging. It already comes pre-mounted and can be easily snapped into place by means of a sliding lock. This eliminates the need to attach an additional fixing bracket on the furniture and wall, and also drilling the associated extra holes.

4. SETTING THE DRAWERS: ONLY ONE SCREWDRIVER IS NEEDED

The fittings on the Geberit furniture drawers can be adjusted with just one crosshead screwdriver. This ensures that the drawers fit exactly in no time.

- 1. The design strips can be easily detached.
- The angle of inclination can be adjusted from the top using a screwdriver, meaning the drawer front is vertically aligned with perfect precision.
- 3. The fronts can be set on the side with the screwdriver and moved left, right, up and down.





Architect Yuichi Kodai combines Japanese aesthetics with Swiss precision.

Yuichi Kodai lives and works in Zurich (CH). He is co-founder of Kodai and Associates GmbH. His work blends Japanese aesthetics with Swiss precision, focusing on architecture, garden design, and interiors. "I grew up in Kyoto, surrounded by gardens, tea houses, temple and shrines. Many modern buildings 1970s, 80s, and 90s reference this in some way, and it has shaped me."



1

The toilet as a place of refuge: no unnecessary visual stimuli – and a shower toilet from Geberit.

+

Surfaces such as burnt wood or clay walls enhance the tactile experience.

Zen architecture, Zen design – Zen is en vogue. But what is it actually?

From my perspective, the term is somewhat overused. It is not about white or minimal materials. Zen is about the reflection of our inner self and the way we engage with space.

What does that mean?

When you touch a surface, you are not just sensing texture, you are becoming aware of your presence in that moment. For example, in my renovation project of a house in Stäfa, Switzerland, I used burnt wood for the stair railing alongside clay walls to create a more pronounced tactile experience. Running your hand along the railing while moving through the space becomes more than just a practical movement – it is a moment of connection between body and space.

How does that fit into our time?

The internet age has changed how we experience the world. In some ways, it has made our interactions more immediate, but also more detached. I try to incorporate both mental and physical aspects into my design. What do I smell? How does something feel on my skin? I don't know how AI will develop, but it cannot convey direct sensory experiences.

Texture for more conciousness?

Haptics are essential, and this also applies to flooring. I work with the traditional Japanese Naguri technique: structures are carved by hand into the wooden surface. A wonderful feeling underfoot. Or the bathroom in Stäfa: I completely covered the toilet with clay, creating a cave-like environment. The textured clay walls transform the room into a very personal sanctuary – free from unnecessary visual stimuli.

So you deliberately hid the toilet technology behind the wall?

From a design perspective, Geberit systems such as Duofix enable spatial clarity. Technical components remain invisible and do not interrupt the space.

It's a matter of honour for you as a Japanese to install shower toilets...

...which, funny enough, was invented in Switzerland! I had my first shower toilet at the age of six. Everyone had one, it was like Nintendo.

Why are shower toilets standard in Japan but not yet in Europe?

Cleanliness is not just a habit in Japan; it is a fundamental part of our culture. The first lesson you learn in school is how to clean your classroom. There is something Zen about this. When you sweep the floor in the morning or at the end of the day, the action itself shapes your mindset. Conscious cleaning not only cleans the room, but also the mind.



Agostinho Fernandes originally planned to install classic WC ceramics for his hotel II Momento in Bern. But then the new, affordable AquaClean Alba shower toilet came onto the market. Without further ado, he changed his plans – and created the world's first hotel with AquaClean Alba.

It is simply perfect. II Momento with its 16 flats for rent. II Momento is a hotel, but with a special twist. Because where it is located, a traditional hotel would not be the best choice.

The aparthotel is located in Bern, just a few minutes from the motorway exit. Within walking distance of the exhibition centre, the stadiums of the successful local football and ice hockey clubs, a cemetery – and just a few minutes by bus from the Swiss government building, the Bundeshaus.

HOTEL, RESTAURANT, ROASTERY, BAR

Agostinho Fernandes, the owner and developer, has devised a concept that does justice to this location. With the spacious Contra Corrente restaurant, a roastery, a rooftop bar and the aforementioned flats. The latter can accommodate up to four people. A small kitchen and a dining table provide a homely feel, away from the classic hotel atmosphere. And there is a common room on each floor, a kind of co-working space.

This should attract trade fair staff, sports enthusiasts, politicians and business people. "You have company instead of loneliness," says Agostinho Fernandes. And you have shower toilets.

FIRST HOTEL WITH AQUACLEAN ALBA

Il Momento is the first hotel in the world to be equipped with the brand new Geberit AquaClean Alba shower toilet. The owner had initially planned conventional toilets. "I'm actually very enthusiastic about shower toilets. I have an AquaClean Mera at home. But that didn't fit into the budget for the hotel."

However, a Geberit key account manager informed him that a low-price shower toilet from Geberit would soon be coming onto the market. The investor changed his mind. "We want to appeal to guests who want something exclusive from their hotel." And thanks to

AquaClean Alba, this was suddenly also affordable for the client. He compensated for the small surcharge compared to the classic WCs with a small saving elsewhere.

NOT ONLY IN THE ROOMS

And he not only equipped the rooms with the new shower toilet, but also the public toilets in the restaurant, bar and roastery. "Once married to Geberit, always married to Geberit," he says with a grin.

For architect Tobias Kilchenmann, it was the right choice. "The shower toilets are also convincing in terms of design," he says. "We wanted compact wet rooms that still look spacious. The AquaClean Alba is not a bulky shower toilet, as you might imagine – you can't tell from looking at it that it's a shower toilet. It fits elegantly into the design. And apart from the power connection in the cistern, it doesn't require any additional structural measures."



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The Aparthotel II Momento in Bern attracts trade fair and sports visitors. DA VINCI TOWER IN DUBAI (UAE)

AN OYSTER **FULL OF PEARLS**

Next to the Dubai Water Canal, a horseshoe-shaped building rises up, reminiscent of a shell with a pearl. A renovation with car designer Horacio Pagani has brought into the building even more pearls than before. Not least thanks to Geberit products.

Pearls were once an important export commodity of the Arabian Peninsula. Pearl fishing flourished in the Persian Gulf, particularly in what is now the United Arab Emirates, until the beginning of the 20th century. Today, little remains to remind of this. However, this lost tradition may not be completely forgotten.

This is thanks to the Da Vinci Tower, whose horseshoe-shaped contour is reminiscent of an oyster including a pearl-like sphere that appears to float on the inside. Originally built as J One Tower and equipped with mid-range apartments, the striking building with its two 19-storey towers has recently undergone renovation. This does even more justice to the idea of the oyster.

DESIGNED BY PAGANI

Horacio Pagani, known as a designer of Italian luxury sports cars, took on the interior and helped the "oyster" produce numerous other pearls. The residential design was a first for him and a visible upgrade for the building.

Pagani's design philosophy combines aesthetic beauty with functional excellence. He achieves this through high-quality craftsmanship, an eye for detail and the seamless combination of form and function.

PEARLS IN THE BATHROOM

The bathroom is full of pearls as well. Various Geberit products have been installed, from cisterns and shower solutions to classic toilets and AquaClean shower toilets. According to John Chrysochoos, Head of Geberit UAE, Qatar and Oman, Geberit scored particularly with the high quality of its products. "But our excellent service, whether in consulting, installation or after-sales, was also a decisive factor."

DA VINCI TOWER. **DUBAI (AE)**

- Client: Dar Al Arkan Real Estate Development
- Interior Designer: Pagani Automobil / WA International
- Opening: 2024

GEBERIT KNOW-HOW

- Geberit Duofix Sigma & Omega elements
- Geberit AquaClean Mera shower toilets
- Geberit Smyle wall-hung toilets
- Geberit Selnova toilets
- Geberit Variform washbasins
- Geberit shower drain and CleanLine shower channel

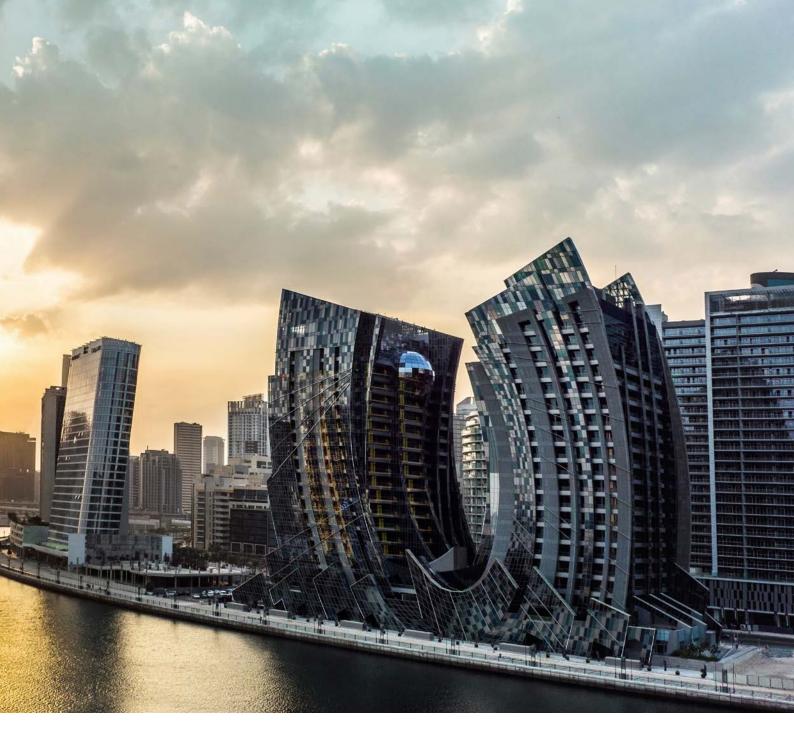
Like an ovster with

a pearl: The Da Vinci Tower in Dubai

Supporting this high-profile project on the ground were Yahya Hassawani from Technical Sales team, Product Manager Madhu Alluri, and Sharib Rao in Specifications. Together, they delivered expert consultation, technical support, and tailored solutions to ensure seamless product integration – reinforcing Geberit's reputation for exceptional service from specification to installation

A special highlight of the bathrooms are the AquaClean Mera shower toilets installed in 125 bathrooms. Geberit Smyle WCs have been installed in the guest bathrooms. The products also fit in perfectly with Pagani's design concept. For Geberit harmonises design and functionality.

and beyond.





In many bathrooms there are Geberit AquaClean Mera shower toilets.



In others Smyle wall-hung toilets and Variform washbasins can be found.



SOBHA HARTLAND, DUBAI (AE)

Luxury needs space - and SuperTube offers it. Thanks to slim ducts for drainage, the developers at Sobha Hartland in Dubai are able to maximise living space. To do this, they also go the extra mile: The project is the first with SuperTube in Dubai, which is why some additional administrative procedures are necessary.

GEBERIT TECHNOLOGY ESTABLISHED

A WORLD FULL OF SUPERTUBE

Skylines of major cities around the world now have something in common: They increasingly contain a specific Geberit solution. The highly efficient SuperTube drainage system for high-rise buildings has become globally established.



NEW ALAMEIN TOWERS, EL ALAMEIN (EG)

15,000 bathrooms in 18 highrise buildings – when it comes to efficiency, the Geberit
SuperTube drainage system is king. It not only scores points thanks to its high drainage capacity, but can also be installed faster than conventional systems. The New Alamein Towers are a key project in Egypt's "Vision 2030" for boosting the economic and social development of the country.



HOTEL SKY, CAPE TOWN (ZA)

Once an office building, this 28-storey high-rise building is now a hotel with over 500 rooms. This repurposing means a significant increase in the number of WCs and bathrooms, and thus a higher drainage capacity is needed. However, the duct size cannot be changed, meaning a space-saving system is required. This is why Hotel Sky in Cape Town features Geberit SuperTube.



RIVIERA TOWER, ATHENS (GR)

This prestigious project at the heart of the huge Ellinikon development project in Athens focuses on sustainability. Green facades, environmentally friendly building materials and an optimised energy balance are important factors in the Riviera Tower from the architects at Foster + Partners. Efficient drainage with just a few narrow SuperTube stacks also plays its part here.



180 GEORGE TOWERS, SYDNEY (AU)

Skyscrapers between rustic brick houses and eucalyptus trees: the urbanisation of the Sydney suburbs is in full swing – with Geberit at the heart of things. The towers at 180 George Street are 213 and 189 metres tall and are home to 500 luxury apartments and 300 hotel rooms. Added living space was possible here thanks to SuperTube.



OMKAR ALTA MONTE, MUMBAI (IN)

232 metres tall, 53 floors, over 800 luxury residences and around 2,800 bathrooms in four towers: the many bends in the stack pose a challenge when it comes to drainage of the Omkar Alta Monte project in Mumbai. This is where SuperTube comes in: only a single pipe is required, and no slope is needed in the horizontal pipes in the buildings. This leads to 40 per cent added space in the room height.

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