



## **MEDIA RELEASE**

For Immediate Release

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### **GEBERIT NORTH AMERICA NAMES SOUTHWEST SALES AS NEW TEXAS REPRESENTATIVE**

**Des Plaines, IL:** Geberit North America is proud to announce that Southwest Sales, Inc., has assumed responsibility for the Texas market. Headquartered in Coppell, Texas, Southwest Sales is an independent, employee-owned plumbing manufacturer's representative that serves the Texas market.

"We are pleased to welcome Southwest Sales to the Geberit team," says Lewis Wood, residential sales manager for the Central region. "Steve Ellis, president of Southwest Sales, Inc., who has over 30 years of experience in the plumbing industry, leads a strong and effective team. They will work closely with decorative plumbing showrooms and the design and architect community to enhance our position."

"We are excited about being the new addition to the Geberit family," says Ellis. "Geberit has proven to be a leader in the industry, offering quality products and innovative design. By providing the best service and support throughout the state of Texas, Southwest Sales will extend Geberit's position in the showroom, residential new construction and commercial markets.

Southwest has 25 people on its outside sales team and 17 inside sales professionals. Steve Ellis, president, can be reached at 972-881-8757 or visit [www.southwestsales.com](http://www.southwestsales.com)

To learn more about Geberit North America and its products, please contact your Geberit sales representative, call 800-566-2100 or visit [geberit.us](http://geberit.us).

For additional information, contact Geberit North America at 2100 South Clearwater Drive, Des Plaines, Illinois 60018, or call 800-566-2100. You can also visit Geberit North America at [geberit.us](http://geberit.us)

The globally operating Geberit Group is a European leader in the field of sanitary products. Geberit operates with a strong local presence in most European countries, providing unique added value when it comes to sanitary technology. The production network encompasses 29 facilities. The Group is headquartered in Rapperswil-Jona, Switzerland. In North America, Geberit provides concealed systems

for wall-hung and floor-mounted toilets and fixtures. Geberit systems improve the look of any bathroom by hiding unsightly plumbing hardware. Replacing a standard toilet with the Geberit system results in more usable space, improved hygiene and better accessibility. The unique dual-flush valve saves water and is practically maintenance free. Geberit also offers cable-controlled bath waste and overflows in a variety of designer finishes. Critical working parts are outside the waterway, ensuring years of trouble-free operation. With around 12,000 employees in around 50 countries, Geberit generated sales of CHF 3.1 billion in 2018. The Geberit shares are listed on the SIX Swiss Exchange and have been included in the SMI (Swiss Market Index) since 2012.

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To download a high resolution zipped image of Steve Ellis, please go to:

[www.interlinegroup.com/pressroom/Geberit/STEVEELLIS.zip](http://www.interlinegroup.com/pressroom/Geberit/STEVEELLIS.zip)

NOTE: Please send leads to Geberit North America, 553 N. North Court, Ste. 110, Palatine, IL 60067

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