

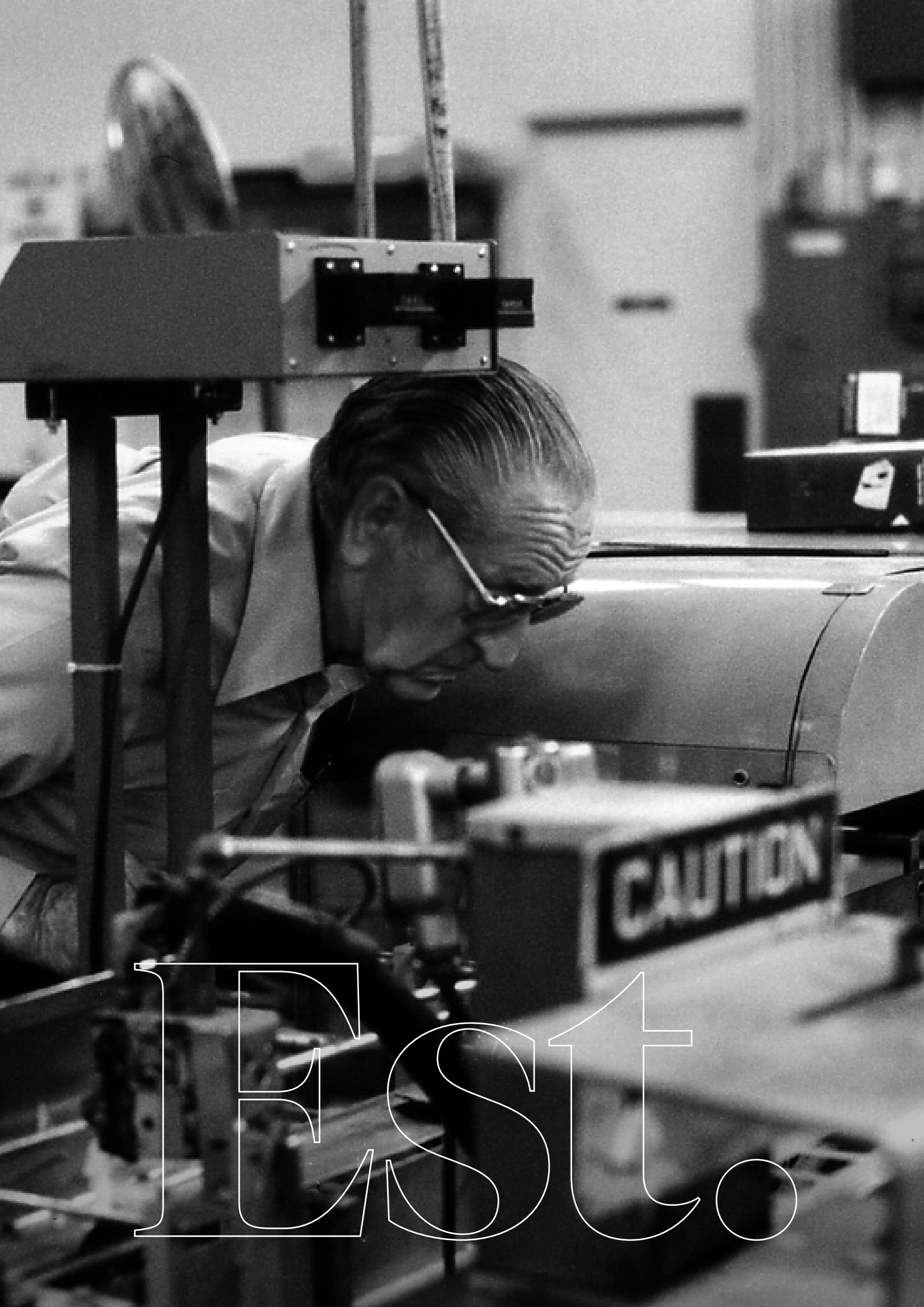
Quality

Innovation

Fluidmaster®

A GLOBAL FAMILY OF BRANDS

WISA® LIV SCHWAB



Est.

Fluidmaster was founded in 1957, by pioneering engineer, inventor and philanthropist, Mr Schoepe, to focus on the innovation and provision of high-quality toilet solutions.

Today, the Fluidmaster portfolio expands across the toilet specification, installation, repair, maintenance, and water management sectors. Products available provide a full range of toilet and urinal installation options for every kind of bathroom and washroom requirement.

Fluidmaster products are renowned for quality, longevity and affordability and adhere to relevant standards and water regulations. Combining the latest in toilet water-management technology, superior engineering, exceptional efficiency, and world-class reliability. The whole tailored Fluidmaster range has been designed to surpass market requirements and ensure that the best toilet solutions and installations are achieved for all projects.

1957

World renowned

The brand now exports to over 90 countries and markets more than 100 million toilet repair products annually and is still family owned and run. Fluidmaster is headquartered in California, with manufacturing facilities and offices across the world.



Key:

- ★ **Headquarters**
- ◆ **Manufacturing / Sales / Distribution**
- ● **Sales office / Distribution**





A global family of brands

The Fluidmaster family encompasses the following international brands; Fluidmaster, Fluidmaster Pro, WISA, Schwab, and LIV.

Fluidmaster®

A GLOBAL FAMILY OF BRANDS

WISA® LIV SCHWAB



Fluidmaster

Since the inception of Fluidmaster in 1957, when founder Mr Schoepe designed and launched his pilot toilet fill valve technology, our market leading brand has been synonymous with originality, modernisation and improvement in the plumbing sector. Today, Fluidmaster is the world's best-selling brand of toilet repair and bathroom installation solutions.



SCHWAB

Since 1911, Schwab has been innovating, designing, and manufacturing. The Schwab brand, conceived in Germany, offers one of the widest and most progressive ranges of WC installation solutions on the market. A strong focus on R&D has ensured that Schwab products are simple to install and maintain, reliable and renowned for exceptional quality. Schwab became part of the Fluidmaster family of brands in 2014.



WISA®

The Dutch brand WISA has designed and manufactured high quality, innovative sanitary products since 1865. With a rich history in cistern technology, the brand was originally known as a manufacturer of cast iron cisterns. WISA's product offering now includes flushing systems, concealed WC installation solutions, accessible toilet options, flush activation accessories, ceramics and toilet seats. WISA has offices in the Netherlands and Germany and became part of the Fluidmaster family of brands in 2016.



LIV

With over 60 years' design and manufacturing experience, LIV was established in 1954 in Slovenia. Originally focused on metal processing, today the brand is renowned for its strong emphasis on usability, durability, technical and design perfection. Offering a broad range of high-quality toilet installation solutions including concealed and exposed cisterns, touchless flushing technology, ceramics, shower drains and much more. LIV became part of the Fluidmaster family of brands in 2014.

Achievements and milestones



1957

11 July Fluidmaster was founded by Mr Adolf Schoepe. He decided upon the name 'Fluidmaster' to represent the handling and controlling of fluids.

Soon afterwards the Fluidmaster 400 valve was launched. Invented by Mr Schoepe a gifted engineer, he also designed the production machinery which would manufacture the components of the new valves.

1960

Concealed cisterns begin production.

1965

Fluidmaster's first advertising campaign aimed at homeowners was launched, focused on the simplicity of installing the Fluidmaster 400 valve.

1968 - 1973

Sales of the Fluidmaster valve tripled during the five-year period. Product lines were expanded, and toilet accessories and further hardware parts were introduced into the portfolio.

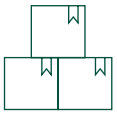
1968



Large hardware and home improvement chains began to sell Fluidmaster products.

1988

Fluidmaster becomes the world's largest manufacturer of toilet cistern repair parts.



1998

Fluidmaster relocated into new 184,000 Sq Ft corporate headquarters and manufacturing facility in California.

2005 – Ongoing

Fluidmaster expands across new international markets including UK, the Netherlands, Italy, Australia, South Africa, India and the Middle East.

2014 – 2016

Acquired German Brand SCHWAB in 2014
Acquired Slovenian Brand LIV in 2014
Acquired Turkish Brand WILCO in 2015
Acquired Dutch Brand WISA in 2016



Future goals and growth plans

As a progressive family of brands, we are invested in ongoing innovation to ensure that flushing and filling the toilet is as efficient and effective as possible.

Our focus is to become the world's leading provider of innovative technology that masters the flow of water. As part of our current period of growth, we are investing in market-leading water management and water storage technology, to contribute to solving the problems of water scarcity.

As we advance and innovate, our business is taking up opportunities in different markets outside the bathroom and washroom environment. Come with us on our journey to create new solutions and services to solve water management problems across the globe.

Our focus is to become the world's leading provider of innovative technology that masters the flow of water.

Mission statement

Fluidmaster is proud to be the world's leading producer of toilet valves and cisterns. The original Fluidmaster logo was sketched by founder Mr Schoepe in 1957; the heart representing the 'stop and go' function of the very first Fluidmaster toilet cistern valve he designed. It remains our logo to this day, to remind us that water continues to be at the heart of everything we do across the Fluidmaster family of brands.

A clear focus on innovation and ingenuity has fueled our ongoing creation of new concepts and ground-breaking products. With a proud brand heritage and a worldwide reputation as the foremost toilet technology manufacturer, we are passionate about investing in our products and our people; ensuring that the fundamental Fluidmaster priorities of 'vision, mission and values' continue to drive our company ethos.



Vision statement

It is our vision to continue to be the world's leading provider of innovative technology which masters the flow of water. A combination of outstanding engineering, thought-leading originality, exceptional efficiency, and world-class reliability creates our range of market leading Fluidmaster toilet solutions, flushable water control and management products. Continual investment in our design and manufacturing division has expanded collaboration across our global sites and developed our water saving and sustainable technology portfolio. We have a deep understanding of the varied needs of our customer base, both now and in the future.

Using Fluidmaster products, it is simple to make sure that water works for you.



Sectors

As part of an integrated bathroom and washroom solution, Fluidmaster works across a broad range of industry sectors, fulfilling specifications across commercial washrooms, private sector new developments, healthcare, education, and renovation projects.

Fluidmaster products are renowned for quality, longevity, affordability and ease of installation. Our knowledgeable team consults alongside engineers, specifiers, contractors, facilities management teams, maintenance departments and technical managers to ensure the best solutions and installations are achieved for you and your projects.

From commercial washroom refurbishment to large scale new build developments, we are on hand to manage the selection and installation of your Fluidmaster products from concept to completion and beyond for maintenance requirements.



Offering global expertise combined with in-depth knowledge of local markets and conditions.



Why Fluidmaster?

Offering global expertise combined with in-depth knowledge of local markets and conditions, Fluidmaster has market leading specification offerings. From operational intelligence to intimate understanding of locational compliance necessities, our team is dedicated to offering the highest levels of customer service and appreciation of your unique requirements.

Superior quality coupled with ongoing innovation sets the Fluidmaster family of brands apart. Locally based team-members with a strategic understanding of the development and construction landscape are available to work with you on specification creation and are on hand to advise on installation and aftercare when required.



BIM

To facilitate quick and easy specification and construction, our products are available as BIM objects. Offering real-time information about our portfolio, BIM enables our customers to manage the lifecycle of their assets before, during and after construction has taken place.

Guarantees

All Fluidmaster products come with market-leading guarantees. Our products are designed and manufactured with the utmost care and attention to detail. In addition, all Fluidmaster product ranges undergo extensive testing procedures to ensure the highest performance standards.

CPD

If you would like to understand how our water saving products can affect the efficiency of your building projects, carbon footprint, the longevity of the solution and the comfort of occupants, schedule one of our tailored CPD sessions. Speak to a member of our knowledgeable team for further information.

Accreditations

We work hard to ensure that all our products and manufacturing processes adhere to the appropriate standards and accreditations of each country in which we distribute our ranges.



Case study

St. Regis, Al Mouj Muscat, Oman

St. Regis, Al Mouj, Oman, is a luxurious and prestigious development situated in the stunning coastal community of Al Mouj, Muscat.

This world-class project combines the renowned St. Regis brand with the natural beauty of the Omani coastline. It features a collection of elegant residences, a lavish hotel, and an array of upscale amenities, all set against the backdrop of the Arabian Sea.

438

guestrooms

5*

lavish guestrooms with impeccable amenities



Case study

Gewan Island Doha, Qatar

Gewan Island consists of 586 apartments, 21 beachfront villas with private beach, 26 waterfront villas that are equipped with private pontoons for private boats, and six independent island mansions, in addition to 11,000 sqm of retail spaces and 15 multi-use buildings.

Gewan Island will also feature a golf course with the five-star 'Corinthia Gewan Island Qatar' hotel and connected beach club, an air conditioned outdoor 'Crystal Walkway, a seaside Promenade, parks and green areas. The Island will also be home to entertainment facilities, a clubhouse and a mosque.

26

waterfront villas that are equipped with private pontoons for private boats, and six independent island mansions

11000

sqm of retail spaces and 15 multi-use buildings

2000

concealed cisterns



Case study

Binghatti Towers (Corner, Heights, Canal, Creek, Crescent, Jasmine)

Binghatti is one of the largest property developers in the region known for its innovative and distinctive projects in the UAE.

With a commitment to quality and unique design, Binghatti has created a diverse portfolio of residential and commercial properties that reflect modern luxury and architectural excellence. Their developments often combine contemporary aesthetics with functional living spaces, making them a popular choice in the UAE's competitive real estate market. Binghatti's projects are recognized for their commitment to delivering exceptional value and lifestyle experiences to residents and investors.

7000+

cisterns supplied

Tallest

residential Tower in the World. Presently constructing Burj Binghatti, set to become 112-storey high world's tallest residential tower

A wealth of experience



June Villas - 2023

- 4 & 5BHK Premium Villa Community in Arabian Ranches, Dubai
- 1400+ nos. Cisterns & Flush Plates Supplied



Jewel of Creek - 2023

- 1 Million Sqm Mixed Used Development project!
- 17 High Rise buildings supplied with 5450+ nos. Cisterns, Flush Plates & Bottle Traps



Lusail Bus Depot - 2022

- A Guinness World Record Project for the Largest Electric Bus Depot, constructed to mobilize millions of visitors during Fifa World Cup 2022
- 1000+ Electronic Operated Concealed Cistern Supplied



Global Village

- Started in 1997, Global Village, Dubai is world's largest shopping and entertainment project which attracts 7+ Million Annual Visitors!

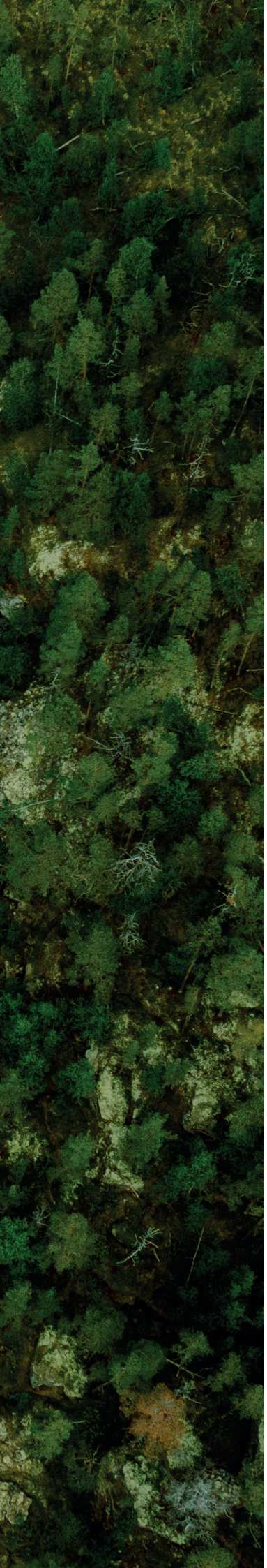


Tilal Al Ghaf Harmony & Aura – 2023

- Luxury-Resort resembling Villas & Townhouses in Dubai
- 4200+ nos. Cisterns & Flush Plates



As we learn more about the consequences that water scarcity is having on our environment & understand the impact for the future, we are focused on educating.



Sustainability

We recognise that water is the Earth's most valuable resource. The toilet is one of the largest water consumers across both residential, healthcare and commercial properties. As a worldwide community, we have an ongoing opportunity to facilitate water savings, lessen C02 emissions and reduce the environmental impacts of water supply by addressing the way our toilet cisterns consume water. As a brand we are dedicated to facilitating and enabling water savings for all users of our products, with every flush of the toilet.

As we learn more about the consequences that water scarcity is having on our environment and understand the impact for the future, we are focused on educating users, installers, specifiers and facilities managers on water saving opportunities and choices.

Our focus on sustainability continues across our manufacturing practices and supply chain. We continue to implement changes which lessen our impact on the environment. We have made dramatic reductions in the plastic used in our packaging. This is paired with a keen focus on recycling within our businesses and in turn the recyclability of our products.

We work in partnership with our customers to achieve sustainable development goals and constantly review our manufacturing processes to ensure we are exceeding our sustainability targets.

Products and services

With design and manufacture capabilities across our family of brands, the complete Fluidmaster offering can service all requirements for WC solutions including specification, installation, and maintenance.

Our complete portfolio of exposed and in-wall toilet cisterns comes equipped with high-performance water-saving flush valves to offer long-term sustainability, contributing to substantial water saving and decreased operating costs over the lifetime of the solution.

The whole family of brands is invested in ongoing water-saving innovation to ensure that flushing and filling the toilet cistern is as efficient and effective as possible. Technology like the AirGap 6000 fill valve is revolutionising the market and enabling many thousands of litres of water to be saved daily.

Fluidmaster toilet solutions are designed to promote user comfort and safety. Features such as in-built height adjustable lifts for occupants with limited mobility or specific access needs also form part of the offering. Hygienic contactless flush controls and infrared sensors are key for areas where additional hygiene measures are important.



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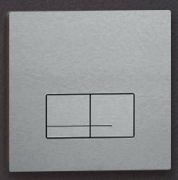
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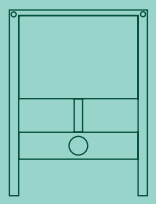




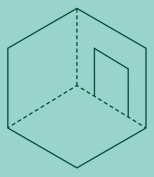
In-wall frames and cisterns

The expansive range of in-wall frames and cisterns from Fluidmaster enables the installation of modern wall-mounted WC and basins with ease and simplicity. Enhancing design flexibility for bathrooms and washrooms, varied frame widths are suitable for narrow and shallow depth applications. Creating a solid base for wall-hung sanitaryware, WC cisterns are ideal for small furniture, equipped with market-leading fill and flush technology offering efficiency, reliability and peace of mind.





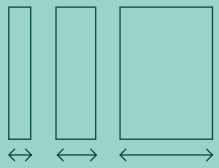
Premium concealed cisterns that facilitate beautiful bathrooms. Innovative features make these easy to install and a perfect fit in wide ranging applications.



WC cisterns are ideal for small furniture.



Enhancing design flexibility for bathrooms and washrooms.

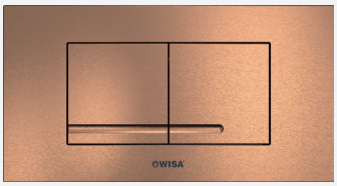


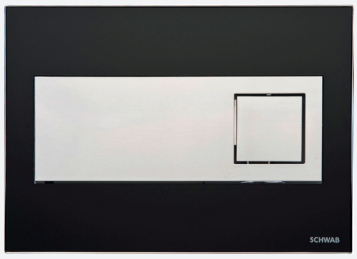
Varied frame widths are suitable for narrow and shallow depth applications.



Flush plates and buttons

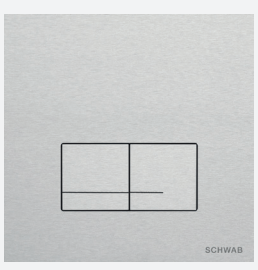
The extensive selection of Fluidmaster flush plates and buttons ranges from modern matte black to contemporary white glass. Offering a size, shape and functionality for all cisterns and bathroom designs, there is an aesthetic to suit every modern bathroom or washroom.

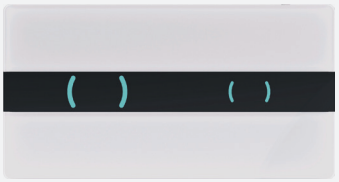




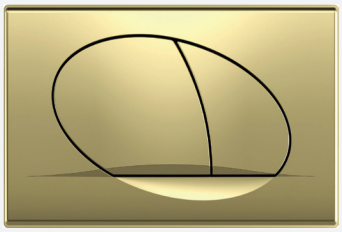










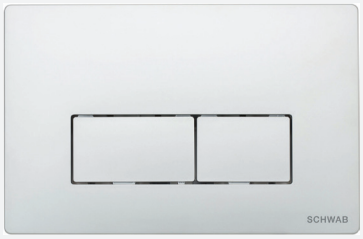



SCHWAB


SCHWAB


SCHWAB


SCHWAB


SCHWAB

Shower drains

Linear shower drains are accessories for modern interior bathrooms, sauna and relaxation areas where the aesthetic and technical requirements dictate the choice of highly functional and adjustable products. Their main advantages are easy installation, maintenance and use in barrier-free areas.









▲ Linear shower drains with stainless steel frame



▲ Linear shower drains with plastic frame



▲ Linear shower drain to the wall



Exposed cisterns

The Fluidmaster selection of exposed cisterns ensures a quick and compliant option for new installations and retrofit situations. Complete with high-quality fill and flush valves, the modern, compact cisterns are simple to install and maintain, ideal for domestic and contract use.



Corner cisterns



High hanging cisterns



▲ Low hanging cisterns



▲ Monoblock cisterns

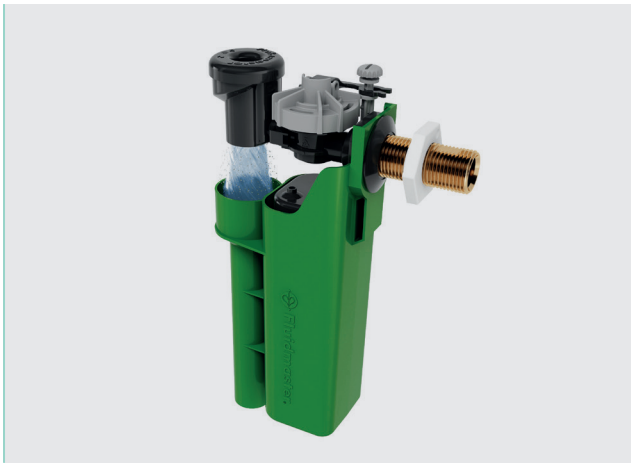
Fill and flush valves

Fluidmaster designs and manufactures the world's best-selling flushing and filling technology. With over 65 years' of brand heritage, the Fluidmaster flush and fill portfolio focuses on innovation, quality and water conservation. With dual flush, syphon or water-saving fill valves, Fluidmaster has options for flushing and filling virtually every cistern.





▲ Water saving Airgap 6000
bottom entry brass shank



▲ Water saving Airgap 6000
side entry brass shank



▲ Dual flush 550 flush valve with
full and half flush functionality



▲ Dual flush 820 mechanical valve
with adjustable overflow and rods



▲ Ultra dual flush syphon
that retrofits other syphons



▲ Compact 747AG2 fill valve
with quiet fill

Accessories and spares

Fluidmaster offers a comprehensive range of accessories and spares for domestic and commercial situations.





WC connectors

When it comes to toilet installation, Fluidmaster offers everything needed to complete the job. The comprehensive selection of Fluidmaster WC pan connectors includes angled, offset, space saving, flexible, long and short. With secure fixings, high-quality manufacture and adhering to all relevant certifications; reliability and functionality come as standard.

Traps

Fluidmaster offers a huge selection of traps to cater for every installation eventuality. P traps, S traps, tees, telescopic, low-profile, shallow, double, running traps, pedestal traps, bottle traps and more. All suitable for domestic and commercial plumbing use with toilets, sinks and baths; quick and easy to fit, with no solvent welding required.

Flexible connectors

Upgrade your flexible connectors with the popular Fluidmaster range of Click Seal toilet and tap flexible connectors. An ideal way to prevent overtightening, an audible 'click' signals when a seal has been reached. Available in a variety of sizes, with or without isolator valve.

Waste fittings

With a comprehensive offering of waste fittings including shower traps, connectors, reducers, bends and tees, Fluidmaster's high-quality waste product range makes plumbing easy. All products are suitable for domestic and commercial use.

Spares

Fluidmaster's comprehensive spares collection for all our cisterns and in-wall options includes o rings, blank off caps, outlet nuts, stackpipe connectors, extension tubes and more.

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www.fluidmaster.com
www.schwab-mena.com
www.wisa-sanitair.com/en

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