

INNOVATIONS FROM GUSTAVSBERG

This timeline presents the innovations introduced by Gustavsberg over the years. From the foundation of the old brickworks back in the mid-1600s, via domestic porcelain, WCs, mixers, showers and bathtubs, and on to the porcelain factory planned for the future.

THE 1600S THE OLD BRICKWORKS

1840–1850 THE PORCELAIN ACHIEVES INTERNATIONAL RECOGNITION

In the mid-1600s, Gustav Gabrielsson Oxenstierna and his wife Maria de la Gardie inherit two freehold farms and a number of other Värmdö farms from the crown. Brick was needed to build a robust, sturdy home so they set up a brickworks by the bay in Farsta. Gustav Gabrielsson Oxenstierna died before the house was completed and to honour his memory, Maria de la Gardie changed the name of the property to Gustavsberg.



1939 NEW FACTORY FOR SANITARY PORCELAIN OPENED

Gustavsberg's new factory for sanitary porcelain is officially opened. The factory was delivered by the Berlin oven manufacturer Kerabedarf as a turnkey installation comprising new machinery and buildings.



THE 1940S WASHBASINS FOR SINGLE-HOLE MIXERS

Gustavsberg introduces the first washbasin designed for the new single-hole mixers, which eliminate the need for separate taps for hot and cold water.



1949 WC 307

WC 307 features a significantly improved flushing effect compared to the old 306 model as the bowl walls are almost vertical and the flush mechanism features a new, quick-close floater valve. Design: Eric Svensson.



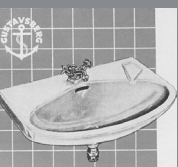
1952 SINGLE-HOLE MIXER

In 1952, Gustavsberg starts to deliver its washbasins with factory-fitted single-hole mixers. This significantly reduces the costs for fitting the units at the building sites.



1953 WASHBASIN 525

Washbasin 525 sets new standards as the first washbasin ever without a rim (edge). This has always been considered an essential feature to prevent the washbasin losing stability and collapsing in the firing oven. However, Carl-Arne Breger succeeds in developing a solution. With its innovative design, washbasin 525 becomes Gustavsberg's best-seller in any category to date. Design: Carl-Arne Breger.



1961 THE REMOVABLE WC SEAT

The removable wc seat makes cleaning easier. The product development project led by Bertil Dahllöf was rewarded with the 1961 plastic prize. With designer Stig Lindberg, Peter Plén and Carl-Arne Breger, Gustavsberg creates a plastic profile in the 1960s that is just as highly rated as the company's porcelain.



1965 THE READY-TO- INSTALL BATHTUB

At around the same time as "the first quiet one" is launched, Gustavsberg makes another giant leap on the bathroom market in the form of the ready-to-install bathtub. The tub is stackable for easier delivery and features adjustable feet and a complete bottom valve unit with drain pipe. At the same time, it is a decimetre lower, to make it easier to enter and exit – and to cover the needs of elderly users and people with disabilities.



1968 DRINKING FOUNTAIN 1011

The drinking fountain 1011 solves an important problem. The earlier models with the prominent mouthpiece were the source of many dental injuries – particularly in schools, where children would often push the drinker's head towards the fountain "for a joke". The solution consists of positioning the button high up on the fountain side so that the drinker is forced into a position that makes it possible to parry a sudden push on the back of the head.



1972 THE DESIGN PRINCE GIVES DESIGN TO A THERMOSTATIC MIXER

Working with thermostatic mixers, Sigvard Bernadotte designs an exclusive thermostatic model for bathtubs. A limited edition of just 3,000 units is produced.



1974 WATER-SAVING TOILETS

Gustavsberg has now succeeded in developing four different water-saving systems: the Biolo that uses no water at all, the vacuum toilet that uses just 1.2 litres of water, a toilet for connection to a tank that uses 3.5 litres, and the standard model 315 that uses 6 litres instead of the previous 9.



1974 OIL CRISIS FORCES NEW SOLUTIONS

As a result of the oil crisis in 1974, people start to become seriously interested in energy-saving measures. Gustavsberg launches a new shower cabin for people who do not have space for a bathtub.

1977 SHOWER CABINS

Gustavsberg is focusing increasingly on its core business – bathrooms – and invests heavily in supplementing its range of shower cabins.



1981 ARKIPELAG: AN EXCLUSIVE BATH- ROOM RANGE

The innovative spirit that reigns at Gustavsberg also comprises ideas for supplementing the sanitary range with an exclusive collection of porcelain. Inspiration is drawn from the Stockholm archipelago. The flush cistern is designed as a covering shell concealing a plastic tank. The sales price is 30% higher than that of the standard range, but the new models still sell well.



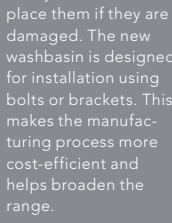
1991 GUSTAVSBERG PURCHASES GER- MAN KORALLE

Gustavsberg purchases the German company Koralle, a leading player on the European shower market.



1993 NORDIC 390

Nordic 390 finally appears sixteen years after Gustavsberg launched its first standard range. One of many innovations in the new Nordic range is the replacement of the porcelain cistern cover with a plastic one. The porcelain cover has been discontinued for two reasons: because the manufacturing process is very time-consuming, and because the covers are made to match specific cisterns – which makes it very difficult to replace them if they are damaged. This leads the EU commission to investigate the merger's dominant effect on the market. As a result, the merger is not approved and the group is forced to sell off Gustavsberg.



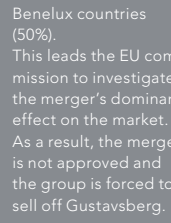
1995 SCANDIC: THE COMPLETE BATH- ROOM

The Scandic range is launched and comprises all areas of the bathroom. The pictures show a wall-mounted wc and bidet, a floor-mounted wc and a single-lever mixer. Design: Peter Nordgren.



1999 GUSTAVSBERG CHANGES HANDS AGAIN

Gustavsberg finds itself with a new majority owner once more when the sanitary group Sanitec purchases Sphinx Nordic AB. The group already comprises Porsgrunn, IDO and IFO, which, with the acquisition of Gustavsberg, gives Sanitec a very strong position in the Nordic region (75% of the market) and in the Benelux countries (50%). This leads the EU commission to investigate the merger's dominant effect on the market. As a result, the merger is not approved and the group is forced to sell off Gustavsberg.



2000 VILLEROY & BOCH BUYS GUSTAVSBERG

The German bathroom manufacturer Villeroy & Boch becomes the new owner of AB Gustavsberg. The acquisition comprises AB Gustavsberg along with the subsidiaries Gustavsberg VVS AB and Gustavsberg Värgråda Armatur AB, as well as the marketing organisations in Sweden, Norway, Denmark, Finland, Russia, Ukraine and the Baltic states. Villeroy & Boch is one of the best-known brands of sanitary porcelain in Europe and is also famous for its tiles and household porcelain.



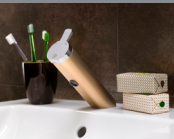
2004 EXCLUSIVE ARTIC

With its daring forms in authentic material, Artic becomes Gustavsberg's most exclusive bathroom range for many years. The pure lines are more than just a treat for the eye, however. Along with the smooth surfaces, a concealed drain connection on the wc and hidden fixtures in the washbasin makes the products hygienic and easy to clean. The Artic washbasin also features generous flat surfaces.



2007 EXCLUSIVE AND ECO-FRIENDLY MIXER

The unique, future-oriented design of the Coloric mixer and its exclusive colours have not gone unnoticed. But if Coloric makes a big impact on the bathroom, it makes little mark on the environment as it is made of aluminium. This is a light metal that requires less fuel for transport and is 100% recyclable. In addition, Coloric is not chrome-plated – which is another big plus for the environment. Design: Jon Eliasson.



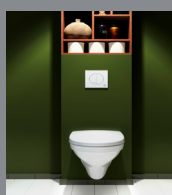
2009 SYSTEM VATETTE CUTS WATER DAMAGE

With system Vатette, Gustavsberg introduces a new installation system that significantly reduces the risk of water damage. This is made possible by the use of a neat fixture system that involves no screws at all. As such, there is only a minimal risk of moisture penetrating the sealant layer.



2011 TRIOMONT SYSTEM FOR WALL-MOUNTED WCS AND WASHBASINS

Triomont is a smart system for wall-mounted wcs and washbasins. It suits most bathrooms, eliminates major renovation work and allows the installation of wall-mounted bathroom products with a minimum of lost surface area. All that is required is a 14 cm recess.



2014 OFFICIAL OPENING OF GUSTAVSBERG'S NEW FACTORY

Gustavsberg started manufacturing sanitary porcelain back in 1939 in a new and (for the time) ultra-modern porcelain factory. Even though the company has reinvented itself continuously over the years, developing into something of a role model as regards eco-friendliness, there is little doubt that it is time for Gustavsberg to move to new and more appropriate premises. The new factory building is scheduled for completion in 2014.



1825

PORCELAIN MANUFACTURE COMMENCED

The 200-year-old brickworks is closed, and in 1825, the owner of national board of trade is commissioned to "establish and operate a factory for miscellaneous porcelain". Around the middle of the 1800s, Gustavsberg starts to manufacture its own products in English style, and to mark the change, the now-familiar anchor stamp is introduced in 1839. For more than 100 years, Gustavsberg primarily concentrates on making household porcelain and decorative items. Under the leadership of proprietor Wilhelm Odelberg, the foundations are laid for the major company that Gustavsberg will become at the end of the century.



1920 THE VÄRGÅRDA MIXER IS BORN

In 1920, elsewhere in Sweden, Gustav Hedblom is laying plans to open his own factory to manufacture taps. The idea increasingly occupies his thoughts and he soon decides to put his plan into action with the support of two friends. The Värgråda mixer is born. By 1922, the company has expanded to employ 38 people, and it is with pride that they present a fine range of products and sales totalling SEK 66,550.



1940 WC 306

Gustavsberg introduces its first low-flush wc: model 306. Axel Nilsson's unique construction is awarded a patent in 1940. Design: Carl Emil Benda.

1947 BATHTUB MANUFACTURE COMMENCES

The first Gustavsberg bathtub is unveiled on new year's eve 1947. It is the fruit of a unique partnership between Gustavsberg and the American automotive industry. The new form-pressed steel bathtub is easier to handle than the previous heavy and clumsy cast iron tubs. The Gustavsberg bathtub soon comes to dominate the market.



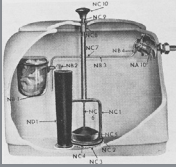
THE 1950S DESIGNER WASHBASIN

It is in the 1950s that design finally moves into the bathroom. Gustavsberg had succeeded in attracting star designers Wilhelm Käge and Stig Lindberg. Despite his unwillingness to adapt his models to standard dimensions and production conditions, Stig Lindberg still succeeded in developing a couple of washbasins.



1953 WC 315

In 1953, the company launches wc model 315, the successor to model 306. The porcelain is the same, but the flush technology has been improved even further. Gustavsberg provides a 10-year guarantee on the new flush technology. Wc 315 is also fitted with a seat mounted on liftable hinges.



1957 COLOUR MOVES INTO THE BATHROOM

Gustavsberg plays the role of pioneer, bringing colour to the bathroom. As early as the 1950s, the Gustavsberg bathroom range features no fewer than eight colours. Even the bathtub is available in different shades.



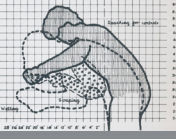
1964 THE FIRST QUIET ONE

Gustavsberg launches a special quiet-flush wc – the 315t with mechanical components designed by Bertil Dahllöf. At the same time, the porcelain design is given a make-over by Gustavsberg's first industrial designer: Jan Landqvist.



1968 ERGONOMICS

Interest in the ergonomic design of bathroom products starts to rise in the 1960s. Previously taboo issues such as the posture and height of the body on the toilet are now openly examined, resulting in new and more ergonomic industrial design.



THE 1970S NEW COLOUR SCHEME

Gustavsberg starts to make washbasins of enamelled sheet steel and begins to introduce new, strong and clear colours. The porcelain range has long been dominated by soft pastel shades, but in 1974 Gustavsberg unveashes three new colours for sanitary units: golden brown, olive green and chestnut.



Alt kommer med övervannet!

1972
STRONG PIPES TO FACILITATE INSTALLATION

By making sanitary units (bathtubs, wcs, bidets and washbasins) that are ready to install, Gustavsberg facilitates the installation work even further. The common denominator of all the units is "strong pipe" – a bendable pipe made of EPDM rubber.



HOSPITAL 70

Washbasin, bidet and wc with accessories specially designed to minimise the places where bacteria can accumulate. The products can also be used by users facing the wall where a rail grip has been attached. Design: Jan Landqvist and Rolf Ling.



1974
THE FIRST THERMOSTATIC WASH-BASIN MIXER

Gustavsberg becomes the first company to supply a thermostatic washbasin mixer. The new mixer is part of a full range of thermostatic models for bathtubs, showers, bidets, kitchen sinks and washbasins, and boosts the position of thermostatic mixers on the market.



1975 WASHBASIN 5080

Manufacturing large washbasins in porcelain leads to a rise in the level of rejects as the material has a tendency to curl during firing. Washbasin 5080 is made of enamelled sheet metal for Huddinge Hospital.



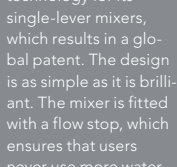
THE 1980S ENAMELLED SHEET STEEL

The bathtub factory now also manufactures decorative items, signs and cladding panels in enamelled sheet steel, e.g. the



THE FIRST WATER-SAVING MIXER IN THE WORLD

Gustavsberg develops unique water-saving technology for its single-lever mixers, which results in a global patent. The design is as simple as it is brilliant. The mixer is fitted with a flow stop, which ensures that users never use more water than necessary. Thanks to this system, users save vast amounts of water over the course of a year, which means both lower operating costs and less environmental impact. The water-saving mixers become a huge export success.



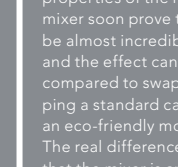
1987 GUSTAVSBERG PURCHASES VÄR- GÅRDA ARMATUR

Gustavsberg acquires Värgråda Armatur, whose range of products includes mixers for all household uses and a system of connectors and ball valves for plumbers.



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1992 DUBBLA SPAR- FUNKTIONER I BLANDARNA

For the past decade, Gustavsberg mixers have featured globally patented water-saving technology. The company now adds energy-saving technology as well. The energy-saving properties of the new mixer soon prove to be almost incredible, and the effect can be compared to swapping a standard car for an eco-friendly model. The real difference is that the mixer is appreciably cheaper.



1994 GUSTAVSBERG AB SOLD

The financial crisis of the 1990s starts to bite at KF owners of Gustavsberg. As a result, a number of companies that KF owns are put up for sale, including Gustavsberg AB. A buyer is soon found in the Dutch company N.V. Koninklijke Sphinx. Gustavsberg's sales remain relatively strong under the new owner. The "Sphinx era" does not make a lasting impression, and no major innovations are introduced in the field of sanitary porcelain. The marriage to Sphinx lasts six years, and the organisation is left almost completely intact.



1997 PRESTIGIOUS AWARD FOR MIXER

In 1997, Gustavsberg wins the Swedish energy agency's technology competition for its unique energy and water-saving functions.



2000 GUSTAVSBERG CELEBRATES ITS 175TH ANNI- VERSARY WITH A NEW RANGE

The start of the new millennium coincides with Gustavsberg's 175th anniversary as a porcelain manufacturer. To celebrate the event, the company develops an anniversary range: Classic. The inspiration for this range with its functional aesthetics has been drawn from Gustavsberg's predecessor from the 1940s. Design: Rolf Ling



2006 SMART ECO- FRIENDLY CON- NECTION HOSES

Soft PEX is a new type of approved connection hose for use with kitchen, washbasin and bidet mixers. The advantage of Soft PEX is that it is eco-friendly during the manufacturing phase and recyclable on disposal. The hoses are also corrosion-resistant, which means an end to harmful deposits. Thanks to its flexibility, the material also adds versatility during installations.



2007 EUROPEAN CHAMPION IN ENVIRONMENTAL WORK

Gustavsberg becomes the first Scandinavian company to win the 2007 EMAS award – the EU's environmental management and green audit scheme.