



**URIMAT®**

*Quality and Service since 1998*



# WATER SHORTAGE is problem No. 1



**WATER SHORTAGE is problem No. 1 of the PRESENT TIME.**

THE LACK OF WATER WILL BECOME THE BIGGEST THREAT TO HEALTH AND FOOD PRODUCTION IN THE NEXT FEW YEARS.

THE DEVELOPMENT OF PRODUCTS WHICH SAVE WATER IS ALREADY SEEN TODAY AS THE RIGHT WAY TO DIRECT A BUSINESS.

EVERY MALE WASTES FOUR TO FIVE TIMES A DAY VALUABLE DRINKING WATER WHEN USING A URINAL. EVERY USE ACTIVATES A FLUSH OF 4-5 LITERS OF WATER TO DISPOSE 30 ml OF URINE.

**THIS IS NOT NECESSARY!**

THE URINAL OF URIMAT DOES NOT USE WATER AT ALL!

TODAY IN GERMANY, ONE M<sup>3</sup> OF WATER COSTS AVERAGE 6.00 € FURTHERMORE, EXPENSIVE CHEMICALS, WHICH ARE HARMFUL TO THE ENVIRONMENT ARE USED FOR CLEANING MALE URINALS.

**WHO CAN AFFORD TO CONTINUE LIKE THAT?**



## WATER FOR LIFE



THE UNITED NATIONS GENERAL ASSEMBLY, IN DECEMBER 2003, PROCLAIMED THE YEARS 2005 TO 2015 AS THE INTERNATIONAL DECADE FOR ACTION 'WATER FOR LIFE'.

UN-WATER IS COORDINATING THE 'WATER FOR LIFE' DECADE, 2005-2015. UN-WATER IS THE UNITED NATIONS INTER-AGENCY MECHANISM OF ALL RELEVANT AGENCIES, DEPARTMENTS AND PROGRAMMES INVOLVED WITH WATER-RELATED ISSUES.

**WATER IS ESSENTIAL FOR LIFE.** WATER IS CRUCIAL FOR SUSTAINABLE DEVELOPMENT, INCLUDING THE PRESERVATION OF OUR NATURAL ENVIRONMENT AND THE ALLEVIATION OF POVERTY AND HUNGER

WATER IS INDISPENSABLE FOR HUMAN HEALTH AND WELL-BEING. THESE COMMITMENTS INCLUDE THE MILLENNIUM DEVELOPMENT GOALS TO REDUCE BY HALF THE PROPORTION OF PEOPLE WITHOUT ACCESS TO SAFE DRINKING WATER BY 2015 AND TO STOP UNSUSTAINABLE EXPLOITATION OF WATER RESOURCES.



## WATER SAVING = CO<sup>2</sup> REDUCTION

**URIMAT**

SAVING WATER ALSO HELPS SAVING CO<sup>2</sup> AS LESS WASTE WATER WILL NEED TO BE RECYCLED OR TRANSPORTED TO AND FROM THE SANITARY ROOMS.

ACCORDING TO THE REFERENCE WEBSITE [WWW.CARBONFREE.JP/200.HTML](http://WWW.CARBONFREE.JP/200.HTML), ONE CUBIC METER OF WATER RELATES TO A CONSUMPTION OF 0.7 kg CO<sup>2</sup> IN THE TOKYO AREA.

AN OFFICE BUILDING WITH 600 MALE EMPLOYEES (WHERE EACH USES THE URIMAT 3 TIMES A DAY SAVES ANNUALLY 1,728 million liters of VALUABLE FRESH WATER (CONSIDERING A STANDARD URINAL FLASHING 4l OF WATER EACH USE). THIS RELATES TO 1.2 TON OF CO<sup>2</sup> THAT CAN BE SAVED EVERY YEAR.





## URIMAT THE COMPANY

**URIMAT IS A LEADING MANUFACTURER OF ENVIRONMENTALLY FRIENDLY PRODUCTS IN THE SANITARY WARE INDUSTRY.**

IN A PLACE WHERE OTHERS ARE PASSIVE, URIMAT IS ACTIVELY SETTING NEW TRENDS AND STANDARDS ON A DAILY BASIS. THE WATERLESS URINALS MADE BY THE SWISS MANUFACTURER URIMAT ARE ENJOYING WORLDWIDE ACCEPTANCE AND SIMULTANEOUSLY BRINGING HYGIENE AND ECOLOGICAL PROTECTION TO THOUSANDS OF WASHROOMS AROUND THE GLOBE.

AS THEY DISCOVER THE INNOVATIVE TECHNOLOGY AND THE HIGH VALUE RETENTION OF OUR PRODUCTS, NEW CUSTOMERS ARE PLACING THEIR CONFIDENCE IN OUR SOLUTION EVERY DAY, THEREBY ACTIVELY HELPING TO SAVE MILLIONS OF LITRES OF CLEAN DRINKING WATER.

IN REGIONS WHERE THIS VALUABLE RESOURCE IS IN SHORT SUPPLY, SUCH ARGUMENTS ARE BECOMING EVER MORE CRUCIAL IN AN ERA OF CLIMATE CHANGE.





# URIMAT INTERNATIONAL

THE URIMAT GROUP IS REPRESENTED WORLDWIDE IN MORE THAN 40 COUNTRIES.

## INTERNATIONAL

CANADA  
AUSTRALIEN  
BRASILien  
DOM Republik  
ECUADOR  
Colombia  
Chile  
PERU  
JAPAN  
Philippinen  
SÜDKOREA  
Südafrika  
Taiwan  
VEREINIGTE ARAB. EMIRATE  
USA  
...



## EUROPE

Schweiz  
DEUTSCHLAND  
Belgien  
LUXEMBOURG  
FINNLAND  
FRANKREICH  
GROßBRITANNIEN  
Irland  
Niederlande  
ÖSTERREICH  
Polen  
PORTUGAL  
SLOWENIEN  
SPANIEN  
UNGARN  
...



## EVERY DROP COUNTS

**URIMAT®**



**EVERY DROP COUNTS!**

**EVERY DAY WITHOUT URIMAT IS A WASTE OF WATER  
AND A WASTE OF MONEY**

Football Stadium Basel, Switzerland 260 URIMAT dry urinals

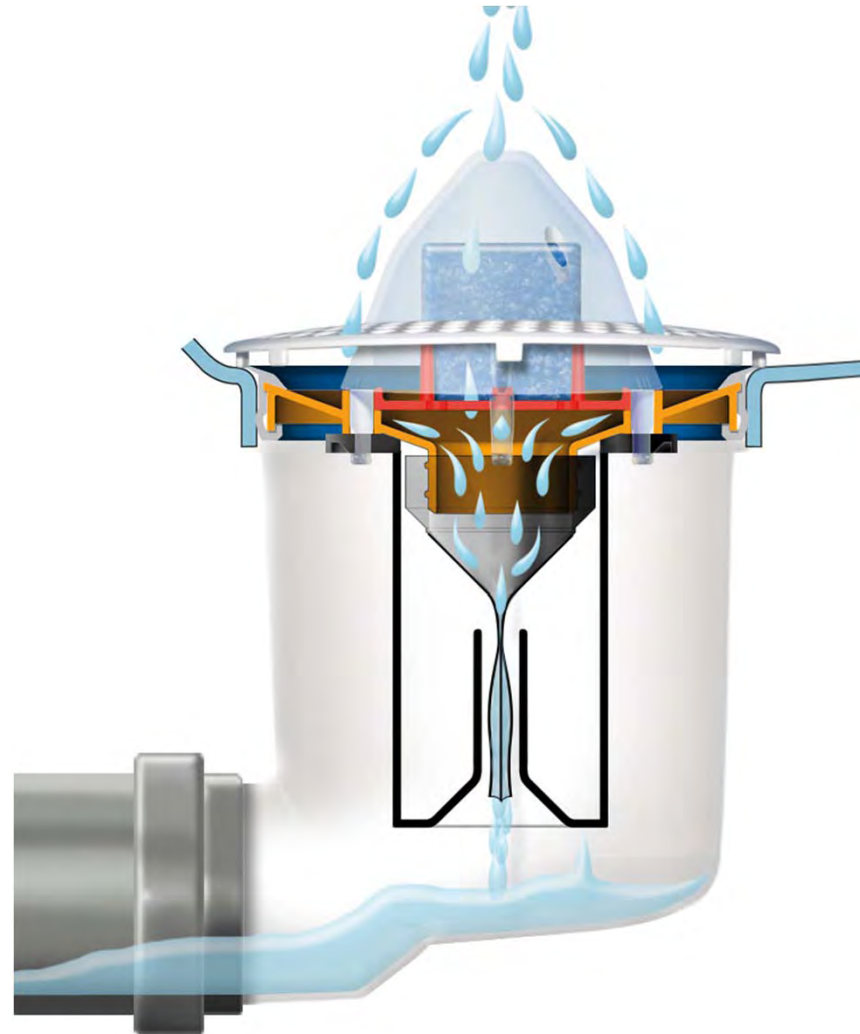


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## URIMAT MB-ActiveTrap

### FUNCTION description

*URINE is DRAINED off INTO the odour TRAP AND OPENS THE VERTICAL closing MEMBRANE.  
THE URINE FLOWS THROUGH THE MEMBRANE INTO THE SEWAGE SYSTEM.  
THE MEMBRANE CLOSES ITSELF AND AVOIDS ANY DEVELOPMENTS of odours.*

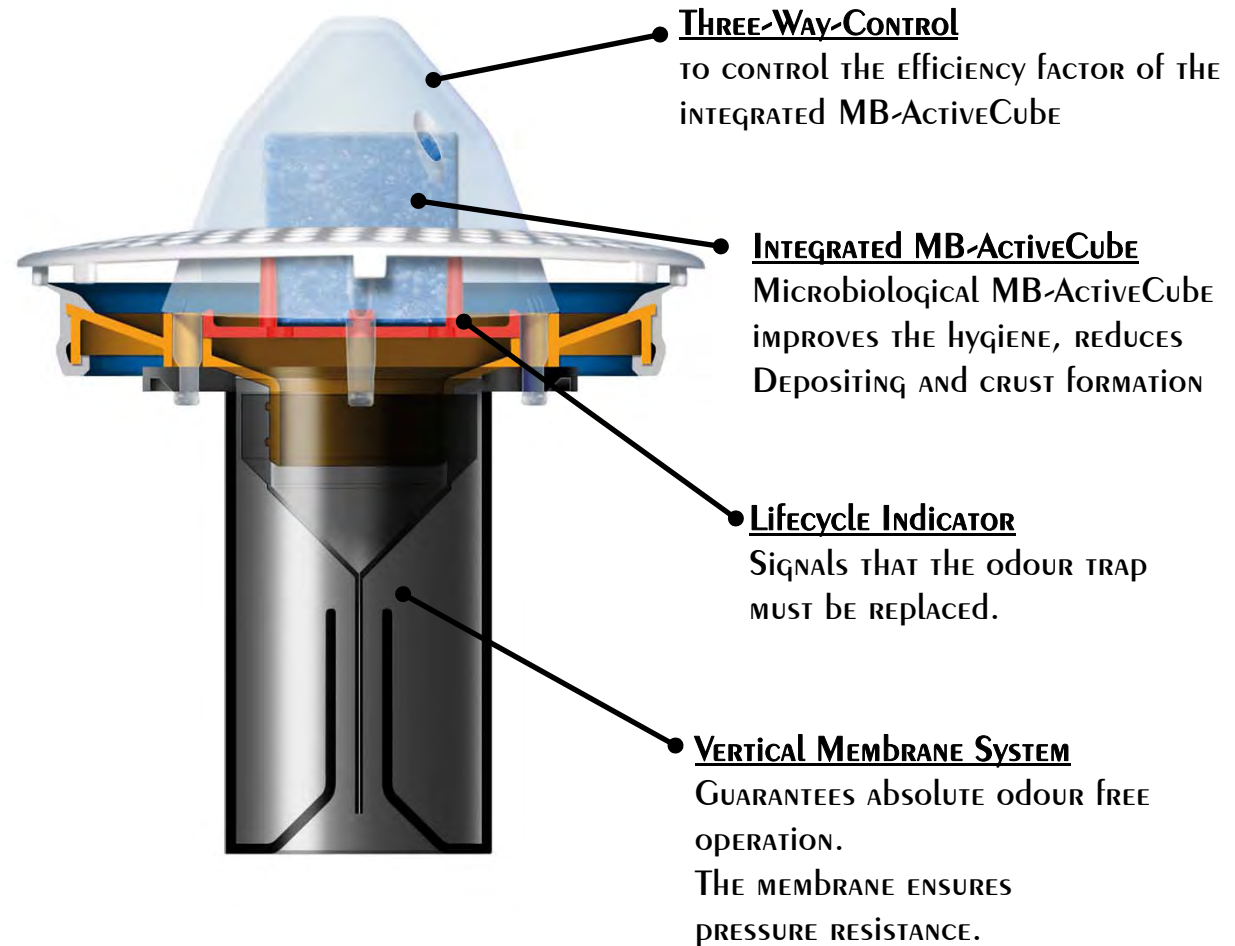






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## URIMAT MB-ActiveTrap





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## URIMAT MB-ActiveTRAP : REAL SAVINGS

### WITCH ARE YOUR REAL SAVINGS?

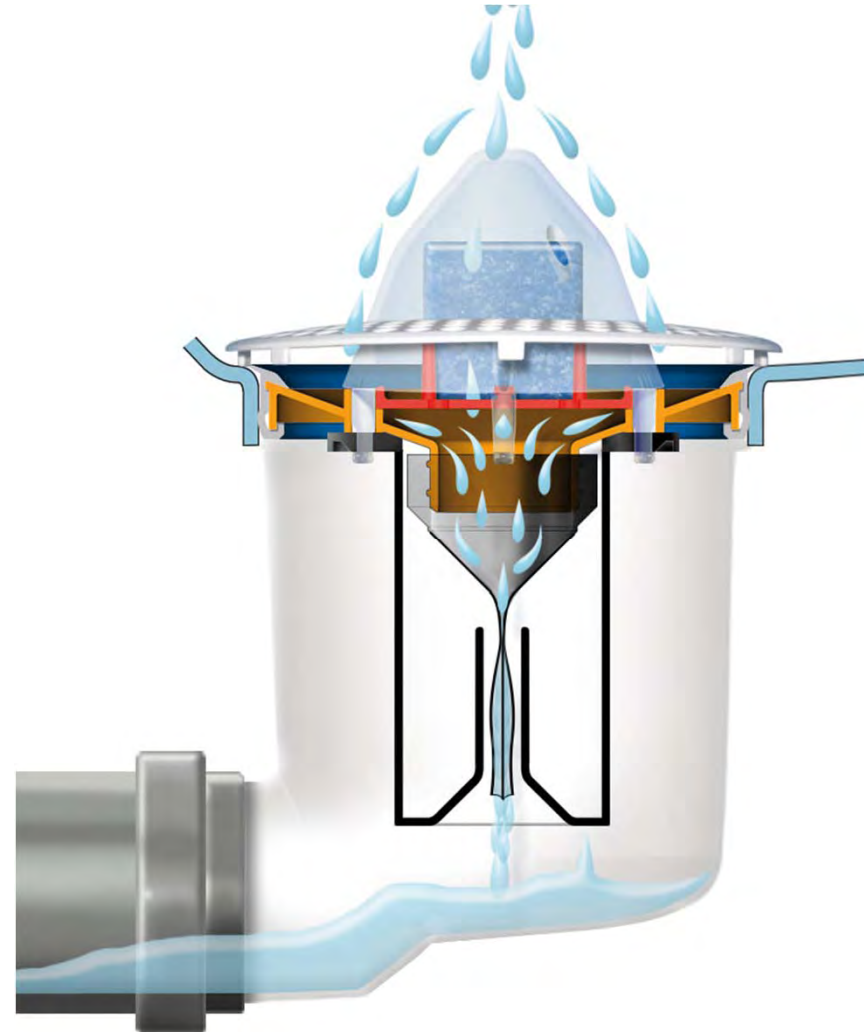
Each ActiveTRapp is GARANTEED for 7000 USES AT LEAST.

AT EACH USE, WE SAVE 4L of WATER. ONE ActiveTRapp SAVES AT LEAST 28000L of WATER.

IN BELGIUM, IN 2012, 1 m<sup>3</sup> COSTS +/- 4 €. YOU SAVE 112 € FOR EACH USED ActiveTRapp.

YOU WILL PAY 30 € FOR AN ActiveTRapp INSTEAD 112 € FOR WATER.

*IN 2013, THE OF WATER WILL BE AROUND 5 € ... .*





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## URIMAT : Real Savings

### Simulation URIMAT : 1 URINAL 100 DAY USES

100 / DAY = 35.600 / YEAR =  
142.400L SAVINGS =  $142,4 \times 4 \text{ €}$   
= 569 € by SAVINGS WATER

FOR 35.600 USES YOU NEED TO USE :  
5X ACTIVE TRAPP AND 5L MB CLEANER  
=  $157,50 + 50 = 207,50 \text{ €}$

YOUR SAVINGS ARE  $569 - 207,50$   
= 361,50 €

DURING PROMOTION : URIMAT ECO  
= 359 €

YOU HAVE PAID YOUR INSTALLATION AT THE  
END OF THE FIRST YEAR.

SECOND YEAR, YOU SAVE AT LEAST  
361,50 € (BASED ON 4 € / m<sup>2</sup>)

### Simulation URIMAT : 2 URINALS 300 DAY USES

300 / DAY = 106.800 / YEAR =  
427.200L SAVINGS =  $427,2 \times 4 \text{ €}$   
= 1.708,80 € by SAVINGS WATER

FOR 106800 USES YOU NEED TO USE :  
15X ACTIVE TRAPP AND 10L MB CLEANER  
=  $472,50 + 100 = 572,50$

YOUR SAVINGS ARE  $1.708,80 - 572,50$   
= 1.136,30 €

DURING PROMOTION URIMAT ECO = 359 €

YOU HAVE PAID YOUR INSTALLATION AND  
YOU WIN AT THE END OF THE FIRST YEAR :  
 $1.136,30 - 718 = 418,30 \text{ €}$

SECOND YEAR, YOU SAVE AT LEAST  
1.136,30 € (BASED ON 4 € / m<sup>2</sup>)

### Simulation URIMAT 800 USES A DAY 6 URINALS 800 DAY USES

800 / DAY = 284.800 / YEAR =  
1.139.200L SAVINGS =  $1.139,2 \times 4 \text{ €}$  =  
4.556,80 € by SAVINGS WATER

FOR 284.800 USES YOU NEED TO USE :  
40X ACTIVE TRAPP AND 40L MB CLEANER  
=  $1.196 + 400 = 1.596 \text{ €}$

YOUR SAVINGS ARE  $4.556,80 - 1.596 =$   
2.960,80 €

DURING PROMOTION URIMAT ECO = 359 €

YOU HAVE PAID YOUR INSTALLATION AT THE  
END OF THE FIRST YEAR AND YOU SAVE  
 $2.960 - 1596 = 806,80 \text{ €}$ .

SECOND YEAR, YOU SAVE AT LEAST  
2960,80 € (BASED ON 4 € / m<sup>2</sup>)



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## URIMAT MB-ActiveCleaner

**MB  
ActiveCleaner**  
with Kalkex

THE MB ActiveCleaner works on a microbiological basis  
THE MICROBES ENTER THE PORES, THE FISSURES AND  
THE JOINTS AND THUS DISINTEGRATE AND ELIMINATE THE  
DEPOSITS RESIDUES AND AVOID THE DEVELOPMENT  
OF NASTY SMELL.

### AREAS OF APPLICATION:

- WATERLESS URINALS
- TOILETS AND SANITARY AREAS
- JET HAND DRYERS
- DRAINS, SIPHONS
- STOREFRONTS, ARCADES
- DUSTBINS
- GARBAGE COLLECTION AREAS





# THE URIMAT MODEL RANGE



**eco**  
without display



**URIMAT eco**  
**ecoplus**  
passive display



**ecoinfo**  
illuminated display



**URIMAT video**  
With 7" LCD-SCREEN

## CO2 NEUTRAL MANUFACTURING:

THE PRODUCTION PROCESS OF URIMAT ECO AND COMPACT BOWL'S USE 100% GREEN-ENERGY (80% Hydro, 20% Windpower GENERATION OF ELECTRICITY), SO THE PROCESS IS CO2 NEUTRAL.



**URIMAT compact**  
**compactplus**  
passive display



**compactinfo**  
illuminated display



**URIMAT ceramic**



# THE URIMAT ENVIRONMENTAL CYCLE



*URIMAT ENVIRONMENTAL SYSTEM* comprised of the CO<sup>2</sup> NEUTRAL MANUFACTURED URIMAT bowl, MICROBIOLOGICAL CLEANING PRODUCTS AND INTEGRATED REVENUE GENERATING ADVERTISING PANEL.



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## URIMAT FACTS

**ULTIMATELY ONLY HARD FACTS COUNT!**

ARGUMENTS THAT HAVE PERSUADED EVEN URIMAT'S MOST DEMANDING CUSTOMERS:

- ANNUAL SAVINGS OF AT LEAST 120,000 LITERS OF DRINKING WATER PER URINAL PER YEAR
- NO WATER CONSUMPTION
- NO URINE SCALE BUILD-UP
- NO CHEMICALS
- CO<sub>2</sub> REDUCTION (AT LEAST 175G PER M<sup>3</sup> WATER)
- NO ODOUR
- NO FLUSHING SYSTEMS NECESSARY
- CO<sub>2</sub>-NEUTRAL MANUFACTURING
- WORLDWIDE PATENTED SYSTEM AND DESIGN
- MICROBIOLOGICAL CLEANING SYSTEM
- INCOME GENERATION THROUGH ADVERTISING OPPORTUNITIES
- DURABLE MATERIALS
- ALL-ROUND SERVICE WITH OUR OWN STAFF
- SUCCESSFUL SINCE 1998
- SWISS QUALITY



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# URIMAT – COMMUNICATION







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## URIMAT with Advertising-Display



**THE OPTIMUM PLACEMENT OF INFO AND ADVERTISING  
NOT POSSIBLE FOR THE INDIVIDUAL TO ESCAPE THE ADVERTS  
ON THE URIMAT *plus*, *info* AND *video* SYSTEMS.**

**Additional INCOME for YOUR COMPANY**

**With URIMAT in OPERATION, you gain AN IMPORTANT additional ADVANTAGE.  
RENT OUT THE info display ON THE URIMAT for ADVERTS AND GENERATE REVENUES**





## URIMAT – ADVERTISING

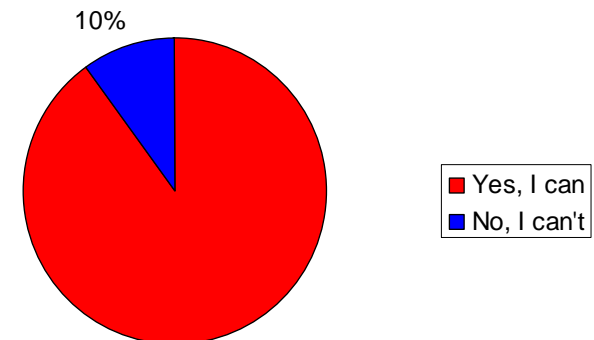
**URIMAT**

- URIMAT Media provides over 8.000 display locations. INCREASING CONSTANTLY!
- DIFFERENT NETWORKS ON HIGHWAYS, SPORT STADIUMS OR FAIR GROUNDS E.G. ARE ALREADY SET UP.

WE ASKED OVER 250 PEOPLE THROUGH „IHA-GfK“:

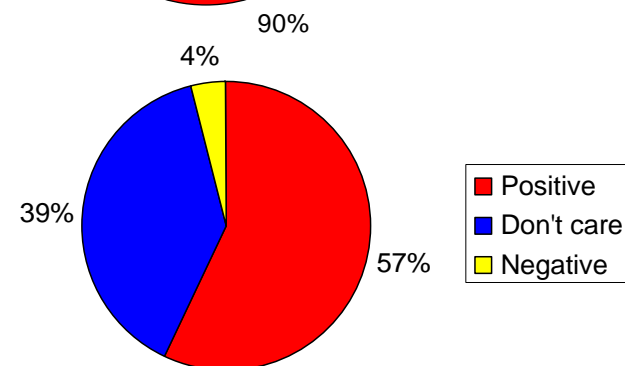
**QUESTION:**

CAN YOU RECALL THE ADVERTISING MESSAGE?



**QUESTION:**

DO YOU VIEW THE ELECTRONIC ADVERTISING DISPLAY ON THIS URINAL AS POSITIVE OR DON'T YOU CARE?





## A SELECTION of SAMPEL's

**URIMAT**<sup>®</sup>



The patented integrated advertising display is offered in different options. As a passive display without electricity, with radar steered LED-Lights or with 7" LCD screen to show moving contents.



**URIMAT**<sup>®</sup>

## URIMAT - VideoSystem



URIMAT **ecovideo**,  
closeup view



STADIUM STOŽICE IN SLOVENIA



7" TFT-Display, 2GB INTEGRATED HARD-DRIVE, USB, VGA



# URIMAT: CERTIFICATIONS

URIMAT AS A GLOBAL PLAYER IN THE SANITARY WARE INDUSTRY MEETS THE WORLD'S MOST IMPORTANT INDUSTRY STANDARDS AND CERTIFICATIONS



USA

Brazil

Australia

Switzerland

UK

Germany



# URIMAT: AWARD WINNING INNOVATION

OUR CONTINUOUS STRIVING FOR NEW SOLUTIONS TO PROTECT THE RESOURCE WATER HAS BEEN VALUED OVER THE PREVIOUS YEARS BY WINNING NUMEROUS INTERNATIONALLY IMPORTANT ENVIRONMENTAL AWARDS

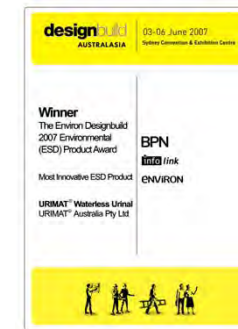
## Construmat 2007 Spain



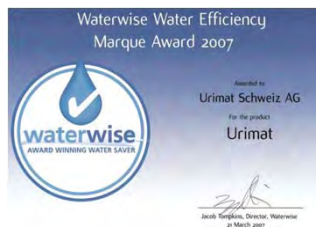
## Swiss Economic Award 2004



## Designbuild 2007 Australia



## WaterWise 2007 Great Britain



## GAIA Award 2008 Dubai





## REFERENCE

**URIMAT**<sup>®</sup>



URIMAT is main supplier of dry Urinals of McDonald's EUROPE WHERE THOUSANDS OF URIMAT URINALS ARE SAVING millions of litres of drinking water every day. AFTER MANY YEARS OF good collaboration URIMAT WAS FEATURED IN THE Global BEST of GREEN 2009 REPORT of McDonald's INTERNATIONAL AS AN EFFECTIVE ENVIRONMENTAL PRACTICE TO LOWER FRESH WATER CONSUMPTION

### No more water down the drain

**OBJECTIVE:** In most areas of Europe, we are lucky to have plenty of drinking water. But it is one of the most precious resources and McDonald's Switzerland finds this a good reason not to waste it.

**SOLUTION:** To lower fresh water consumption, McDonald's Switzerland installed Urimat dry urinals in all its restaurants. With its special siphon and large-scale float, this system neutralizes all odors and is eco-friendly.

**RESULT:** The Urimat dry urinals help McDonald's Switzerland save about 28 million liters of water each year. This corresponds to a good 10 per cent of their total fresh water requirement, and therefore a corresponding saving of its costs.



**CONTACT:**  
Rolf Huwyler  
Environmental Manager

*„Global Best of Green Report“  
of McDonald's International*



McDonald's in Kölliken, first RESTAURANT with GREEN LOGO in SWITZERLAND



# URIMAT – A SELECTION of CUSTOMERS

**URIMAT**



TOUR & TAXIS

