



PRESS RELEASE

Uppercross Enterprises announces distribution partnership with Geberit in Republic of Ireland

Uppercross Enterprises, a leading wholesale distributor of plumbing, heating, and bathroom products, has announced its new strategic partnership with bathroom manufacturer, Geberit. This collaboration signifies a key milestone in Uppercross's journey, as it now proudly represents Geberit as their distributor in Republic of Ireland.

From 15th October, the NIKO Bathrooms division will be the authorised distributor for the complete Geberit portfolio, which includes renowned brands such as Twyford. This partnership solidifies Uppercross's commitment to providing high-quality plumbing and bathroom solutions to its valued customers across Ireland.

One of the key benefits of this partnership is the seamless accessibility of Geberit products to both retailers and specifiers. Uppercross Enterprises will stock the entire Geberit product range at its new headquarters and warehouse.

Alan Maguire, Retail Sales Director for NIKO Bathrooms division - Uppercross Enterprises, said: "The team at Uppercross Enterprises is very proud to embark on this exciting journey with Geberit. We are dedicated to nurturing and expanding our network of retailers and specifiers across Republic of Ireland, delivering innovative plumbing and bathroom solutions to meet the diverse needs of our customers."

Pat McAreavey, Head of Sales for Ireland at Geberit stated; "One of the key benefits of this partnership is being able to provide retailers and specifiers in Republic of Ireland with easy access to the entire Geberit product range. From ceramics to furniture, all Geberit solutions will be available at their fingertips."

For further enquiries, please contact your area sales manager.

16th October 2023