

# View

Reference magazine  
2015

The new Markthal designed by MVRDV

**The gigantic hybrid dominates  
Rotterdam's downtown cityscape**

New philharmonic hall in Szczecin

**A sculpture of light with a milky  
white facade**

# For greater water efficiency

The Hong-Kong-based company **Jebsen Building Products** sells high-quality products for the construction sector, including products from the new **Geberit brand Twyford**. In this interview, **Managing Director Vincent So** explains the importance of sanitary installations when it comes to major projects, the role that product design plays and the advantages that the brand **Twyford** offers with respect to sustainability standards.



↑ Vincent So, Managing Director of Jebsen Building Products in Hong Kong.

What services does your company, Jebsen Building Products, specialize in?  
**At Jebsen Building Products, we specialize in the sourcing, marketing and distribution of high-quality finishing and decorative building materials while delivering technical support services to the building industry in Hong Kong, Macau and mainland China. Through our strong partnerships with overseas manufacturers, we are committed to sourcing premium brands around the globe and bringing our local customers the professional one-stop solutions that meet their project requirements.**

Who are your clients? Are they mainly institutional clients?  
**We have been supplying quality Twyford sanitary wares to some of the most prestigious buildings in Hong Kong. We have earned a stellar reputation and carved a niche for ourself in the area of professional and green sanitary products to institutional clients from government, healthcare, as well as education sector.**

How important is the bathroom in the major projects you carry out?  
**In recent years, public washroom is changing its original identity from the**

**hidden-away utility areas to zones that stress physical wellness and outlets for technology promoting hygiene and water efficiency. For our major projects in healthcare sector, the design and selection of sanitary ware have played even a more important role in making the hospital a safer place from bacteria contamination and protecting the health of medical professional and patients.**

How much importance do building owners in Hong Kong attach to bathroom furnishings and fittings nowadays? Has the bathroom become more important?  
**The rising trend of the increasing application of green building rating system in the local market, such as LEED and BEAM Plus, in addition to the government policy for promoting green building initiatives are driving the building owners and architects to look for sanitary ware that helps contribute green credits or achieve environment targets to their projects; also making the sanitary wares and fittings equipped with water efficiency more important to the market.**

What role does product design play in the bathroom?  
**Architects and designers are always looking for innovative design of sanitary ware, in terms of function and style.**

**For example, the rimless WCs from Twyford and Keramag, initially developed to meet the stringent demands of the healthcare facilities, are welcomed by other market sectors because of its true rimless design bringing cleanliness and easy regular cleaning to the washroom. In addition, the unique Flushwise dual flush technology, which can achieve 4/2.6 l, also sets our sanitary solution apart from the rest due to its accomplishment in terms of water efficiency.**

What role does comfort play in the bathroom? Is comfort an important aspect nowadays when it comes to the interior work?  
**For the government, healthcare and education sector, comfort is one of the considering factors for public washroom.**

What specific work did your company carry out in the current projects, the Fire Services Training Center and the West Kowloon Law Courts?  
**We supply the complete sanitary ware solution to all washrooms in the above projects, plus architectural and specifications consulting services in the design stage, including code compliance review and coordination with building**



↑ A look inside a washroom at Kellett School  
 ← Kellett School – the British International School in Hong Kong – was equipped with sanitary products from Twyford.

→ Jepsen Building Products also supplied the ceramic appliances for the new hospital building at TKO Hospital in Hong Kong.



↑ The outpatient section of TKO Hospital  
 ← Jepsen Building Products supplied a range of different products for North Lantau Hospital, including toilets, washbasins and urinals from Twyford.



**Twyford**

When Thomas William Twyford introduced the first free-standing ceramic toilet back in 1883, he was inundated with orders. Today, Twyford is one of the leading sanitary brands in Great Britain and Ireland and is also the world's only bathroom manufacturing company to have been awarded the Royal Warrant.

Twyford has been part of the Geberit Group since February 2015.

system ensuring the right product is specified for the right application.

What products are you referring to?  
**We supply a combination of different series of Twyford's WC, basin, urinal, cleaner sink and related accessories to various bathroom areas of the projects.**

What benefits do the brand Twyford bring to your projects?  
**Twyford's reliable quality performance, as well as products in full compliance**

with international standards and meet the water efficiency requirement under the BEAM Plus certification, helped us secure many key projects from government, healthcare and education sector. In recent years, we had delivered the complete sanitary ware solution to newly built hospitals and international schools. ←

