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press release

Sustainable Style

Green Building Store's new water-saving bathroom range

Bathrooms can now be green as well as beautiful, thanks to the latest cutting edge environmental design. The **Ifö Cera ES4** water-efficient WC, from Green Building Store, combines the best of Scandinavian bathroom design and British water-saving technology to add a unique environmental elegance to any bathroom.

WCs contribute to around 30-40% of all water used in our homes. By installing an **Ifö Cera ES4**, a typical household could cut its water consumption by up to 40,000 litres a year, thanks to its ultra-low flush of 4.5 litres¹. Unlike other low flush WCs, the **Ifö Cera ES4** uses a siphon flush mechanism, making it easy to maintain and more familiar to British plumbers.

The **Ifö Cera ES4**'s elegant Scandinavian design is ideally suited for both contemporary and traditional settings. It has a space-saving concealed cistern and its white ceramic pan is available in either back-to-wall or wall-mounted styles. The **Ifö Cera ES4** is available separately and as part of a high quality range of Scandinavian designed baths, basins and bidets.

The **Ifö Cera ES4** WC has been developed by water conservation experts Elemental Solutions in conjunction with Swedish bathroom manufacturer Ifö Sanitar AB and British plumbing firm Thomas Dudley Ltd, and is available to order from Green Building Store.

For more information, go to www.greenbuildingstore.co.uk or ring **01484 854898**.

Notes for the Editor

1. A family of 4 could typically save in the region of 40 m³ (40,000 litres) a year by replacing a 9 litre WC with an Ifö Cera ES4. At an average cost of £1.50/m³ for water supply and sewage disposal this equates to around £60 per year (or £100 if you are in the South West Region). [Assumed actual 10 litres per flush for a 9 litre WC, so 5.5 litres saved per flush, 5 flushes per person per day].

Also available:

Photographs (in j-peg format):

- Ifö Cera ES4 - wall mounted WC
- Ifö Cera ES4 - back-to-wall WC

(as depicted on enclosed Ifö Cera ES4 brochure).

For more information on this press release, please contact: Chayley Collis or Chris Herring on 01484 854898 or email info@greenbuildingstore.co.uk.