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press release

Don't flush it all away!

The low water-use WC that doesn't cost the earth

Saving water in the home has now become much easier thanks to the **Ifö Cera ES4** water-efficient WC, available from Green Building Store. The **Ifö Cera ES4** has been developed by UK water conservation specialists Elemental Solutions and can dramatically reduce water consumption in the home, as well as offering a stylish and highly-effective addition to any bathroom.

WCs represent the largest use of water in homes, at around 30-40% of all domestic water use. Water consumption in the UK is on the increase and the effects of climate change and water shortages (even in Britain) mean that there is an increasing need to conserve and carefully manage our water supplies. Where water is metered, there are also financial costs connected with our use of water. By replacing a 9 litre WC with an **Ifö Cera ES4**, a family of four could typically save in the region of 40,000 litres of water a year. Depending on different water company charges, this could mean savings of between £60-100 a year.¹

The **Ifö Cera ES4** is able to achieve these savings through its unique combination of the best of British and Swedish water-saving technologies. Using a traditional British siphon flush mechanism, with an ultra-low 4.5 litre flush, means that the **Ifö Cera ES4** avoids the leakage and maintenance problems that can occur with valve flush cisterns. The ergonomically-designed Swedish toilet pan means that the WC works very effectively even with an ultra-low flush volume. The use of the Ecofil delayed-action inlet valve also saves water by preventing the cistern refilling until the flush is finished.

As well as being extremely water-efficient, the **Ifö Cera ES4** has recently become one of the very few WCs on the UK market to have received independent verification from the Water Regulations Advisory Scheme (WRAS) as to its compliance with the Government's stringent new Regulations. The **Ifö Cera ES4** sailed through the WRAS tests on flushing performance and effectiveness, proving that environmental credibility does not need to come at the expense of efficacy.

The **Ifö Cera ES4** WC is a welcome addition to Green Building Store's range of sustainable building products. Green Building Store also offers a range of bathroom fittings and water-saving appliances, as well as natural paints, timber windows and doors, insulation and much more! For more information, contact Green Building Store on **01484 854898** or go to **www.greenbuildingstore.co.uk**.

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:

- Case study: National Trust Visitor Toilets

Longer articles/ features on:

- Water conservation in buildings
- Water-efficient technology and developments

Photographs (in j-peg format):

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

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