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## press release

### **Eco-loo gets official thumbs up!**

*Sustainable, Efficient and Effective – Ifö Cera ES4*

Householders can now buy a low water-use WC with confidence, thanks to the **Ifö Cera ES4** (4.5 litre) WC, available from Green Building Store. In addition to being exceptionally water-efficient, the **Ifö Cera ES4** has recently become one of the very few WCs on the UK market to have received official approval from the Water Regulations Advisory Scheme (WRAS). This means that the **Ifö Cera ES4** has received independent WRAS verification as to its compliance with the Government's stringent new Water Regulations covering flush volume and performance.

With its ultra-low flush of 4.5 litres, the **Ifö Cera ES4** easily surpasses the Water Regulations' new maximum flush volume for WCs of 6 litres. At the same time, the **Ifö Cera ES4** also sailed through the WRAS tests to prove flushing performance and effectiveness, proving that environmental credibility does not need to come at the expense of efficacy. Ergonomic design and precision engineering means that the **Ifö Cera ES4** works very effectively even with an ultra-low flush volume.

Developed by water conservation specialists Elemental Solutions, the **Ifö Cera ES4** is the most water-efficient siphon-flush WC available in the UK. Other currently available low-flush WCs use dual flush valve technology to achieve average flush volumes of less than 6 litres. Whilst these appear to offer similar water savings to the **Ifö Cera ES4**, the valve mechanisms can jam and will eventually leak, leading to water wastage. Valve flush WCs are also relatively unfamiliar in the UK and require specialist maintenance.

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.

For more information, contact Green Building Store on **01484 854898** or visit [www.greenbuildingstore.co.uk](http://www.greenbuildingstore.co.uk)

**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

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