

ICERA

CONTACT:

Ron Raffel
Vice President Sales
Direct: 855-444-2372
1984 Raymond Drive
Northbrook, IL 60062
rraffel@icerausa.com

AGENCY CONTACT:

Linda Jennings,
Jennings & Company
436 Woodland Drive
Sarasota, FL 34234
P: 941-351-1005
F: 941-351-0846
linda@jenningsandcompany.com



Karo Sink

FOR IMMEDIATE RELEASE:

CONTEMPORARY COHESION

New Karo Collection from ICERA creates a coordinated look in the bathroom

(Carson, CA – July 25 2014)) A key element of good design is creating a cohesive look. ICERA puts that principle into practice with its contemporary Karo Collection for the bath. Inspired by modern architectural design, Karo brings a bold simplicity to the bathroom with its one-piece sculptural toilet and coordinating lavatories. The pieces reflect a common genealogy in the way their sleek geometric profiles are subtly softened by gently curved edges. Together, they form the cornerstones for a luxurious bathroom suite that is coordinated in every last detail.

The Karo toilet offers exceptional comfort and performance, including a chair-height bowl with elongated dimensions, a premium soft-close lid and super-quiet flush mechanism. Featuring Icera's Hyperion flushing technology, the high-efficiency Karo is EPA WaterSense-compliant, using only 1.28 gallons per flush and capable of clearing over 1,000 grams of solid waste in independent MaP testing. With an oversize 2-1/8" trapway, clogging is virtually eliminated, while precision rim jets and a MicroGlaze™ non-staining, anti-microbial finish make for an easy-to-maintain bowl.

The coordinating Karo sinks are available in several sizes to fit a wide variety of design applications. They can be used with vanities or console tables and are crafted of durable vitreous china or fine Italian fireclay. Place two sinks side-by-side for a coordinated look that is practical and complements a wide range of modern and transitional décors.

The Karo Collection comes in white and the toilet is available with several alternate trim finishes to compliment your bath hardware and accessories. Retail prices start at \$700 for the toilet and \$155 for the sinks. The collection is available at premium bath showrooms nationwide.



Karo Toilet

ABOUT ICERA

For 20 years the American-owned and operated ICERA Group has been dedicated to the innovation and manufacture of premium bath fixtures. Specializing in high-performance water closets and the most technically-challenging of ceramic products, ICERA surpasses industry standards and consumer expectations. With collections ranging from the contemporary to the classic, ICERA products combine uniqueness and elegance in design, best-in-class performance and lasting quality.

**For more information visit
www.icerausa.com.**