



ICERA

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FOR IMMEDIATE RELEASE:

SMART NEW LOOK, SAME EXCEPTIONAL DESIGN

ICERA reimagines the Richmond II with stylish new exterior.

(Los Angeles, CA – June 19, 2017) ICERA is pleased to announce a new-and-improved version of one of its most popular and versatile toilet designs. Introducing the Richmond II, now featuring a skirted bottom for a sophisticated look but still retaining the pleasing elegance of its classic design aesthetic.

The Richmond II is notable for a transitional style that pairs well with both traditional and contemporary décors. A teardrop lever adds a touch of chic, while an elongated bowl and one-piece design enhance the sleek exterior. The most noticeable change here is the newly skirted bowl, which provides a cleaner look and easier maintenance. The inner workings of the Richmond II remain true to the ICERA tradition of plumbing excellence. As a 1.28gpf high-efficiency toilet, it includes a fully glazed trapway for superior flushing performance. The design also features ICERA's signature EcoQuattro™ flushing system that combines flushing power, exceptional cleanliness and minimal water usage.

Crafted of vitreous china with a MicroGlaze™ coating for easy cleaning, the Richmond II includes a number of thoughtful touches, such as a soft-close and quick-release seat. The unit is available in White and Balsa, and includes a solid metal trip lever in Polished Chrome. Seat hinge caps and trip levers are available for separate purchase in Satin Nickel, Polished Nickel, Polished Brass, White or Balsa. All ICERA toilets are 100% factory flush tested and come with a limited lifetime warranty. The Richmond II is available in fine plumbing showrooms nationwide with retail prices starting at \$770.

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.**