

Small Spaces BIG STYLE

TREND REPORT

From toilets to towel racks, ICERA is on-track with smart designs for small bathrooms

(Los Angeles, CA – September 17, 2015) Making smart use of space in a bathroom is always a good idea, particularly if the bathroom in question has limited square footage. Today's trends are all about helping people get the most out of their bathrooms – and that means leaving no stone unturned in the quest to maximize every inch of space. After all, let's face it. Most of us don't have oodles of extra space in our bathroom, which means every decision we make is crucial, from the shape of our toilets to the style of our towel bars. As a manufacturer of premium bath products, ICERA understands all too well the challenges faced by those of us with small bathrooms. They know options that boost pragmatic concerns like space and efficiency without skimping on the finer points, like comfort and style, are always the big winners – and the most important trends to watch.

DOWNSIZE YOUR TOILET

You'd be surprised at how much space a traditional toilet can consume. By contract, ICERA's Cadence one-piece toilet combines the comfort of an elongated bowl with a compact design that fits easily in most small bathroom environments. Measuring just 27.5" from front to back, this sleek toilet has a high efficiency design that gets the job done while using just 1.28 gallons per flush.

Another space-saving option is ICERA's wall-hung toilet line. The Clarity model can be paired with an in-wall tank system for a clean, minimalist look. With a flexible installation height, slow-close hinges and concealed bolt holes, the Clarity covers all the bases when it comes to practicality and good looks.

ON A PEDESTAL

Pedestal sinks are enjoying a resurgence in popularity as people discover they are as functional as they are beautiful. A pedestal sink is particularly ideal for a half-bath or powder room where its small footprint conserves precious floor space. Happily, there are tons of pedestal styles to suit any décor, from vintage to modern. Case in point – ICERA's Neo-Venetian pedestal sink has the intricate detailing, curves and fluting that recall the Victorian era, while its Muse design is decidedly contemporary with bold geometric lines. Both sinks are crafted from Vitreous china and come with the company's signature MicroGlaze™ finish for easy cleaning.



Clarity Wall Hung



Cadence One-piece



Neo-Venetian
Pedestal



Muse
Pedestal

ICERA

PUBLIC RELATIONS AGENCY CONTACT:

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

ICERA

SMALL SPACES BIG STYLE CONTINUED

A PERFECT FIT

For those who desire a traditional vanity, trends are leading towards Undermount sinks which allow for more counter space. ICERA's Presley and Wilshire designs are very popular right now. Their seamless construction fits the basin snugly underneath the counter, resulting in a smooth expanse of countertop that is sleekly sophisticated and pleasantly low-maintenance.

FORM & FUNCTION

One of the hottest trends among small bathroom devotees is the idea of a metal console stand. An intriguing blend of retro and urban vibes, these vanity alternatives are a perfect example of form meeting fashion. The gleaming metal structure adds sparkle and visual lightness, while the handy

cross-bars can serve as towel racks, thus freeing wall space for shelves or décor items. The Nouveau is a perfect example of this trendy style. We particularly love the ball joints! Made of PVD-coated metal for corrosion resistance, the metal base is available in a variety of finish options including polished chrome, satin nickel and polished brass.



Presley Undermount



Wilshire Undermount



Nouveau Console

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.