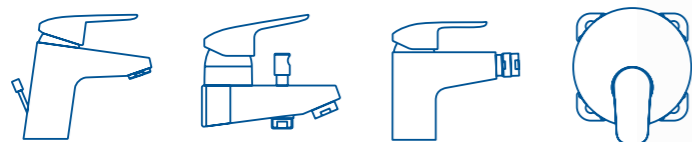
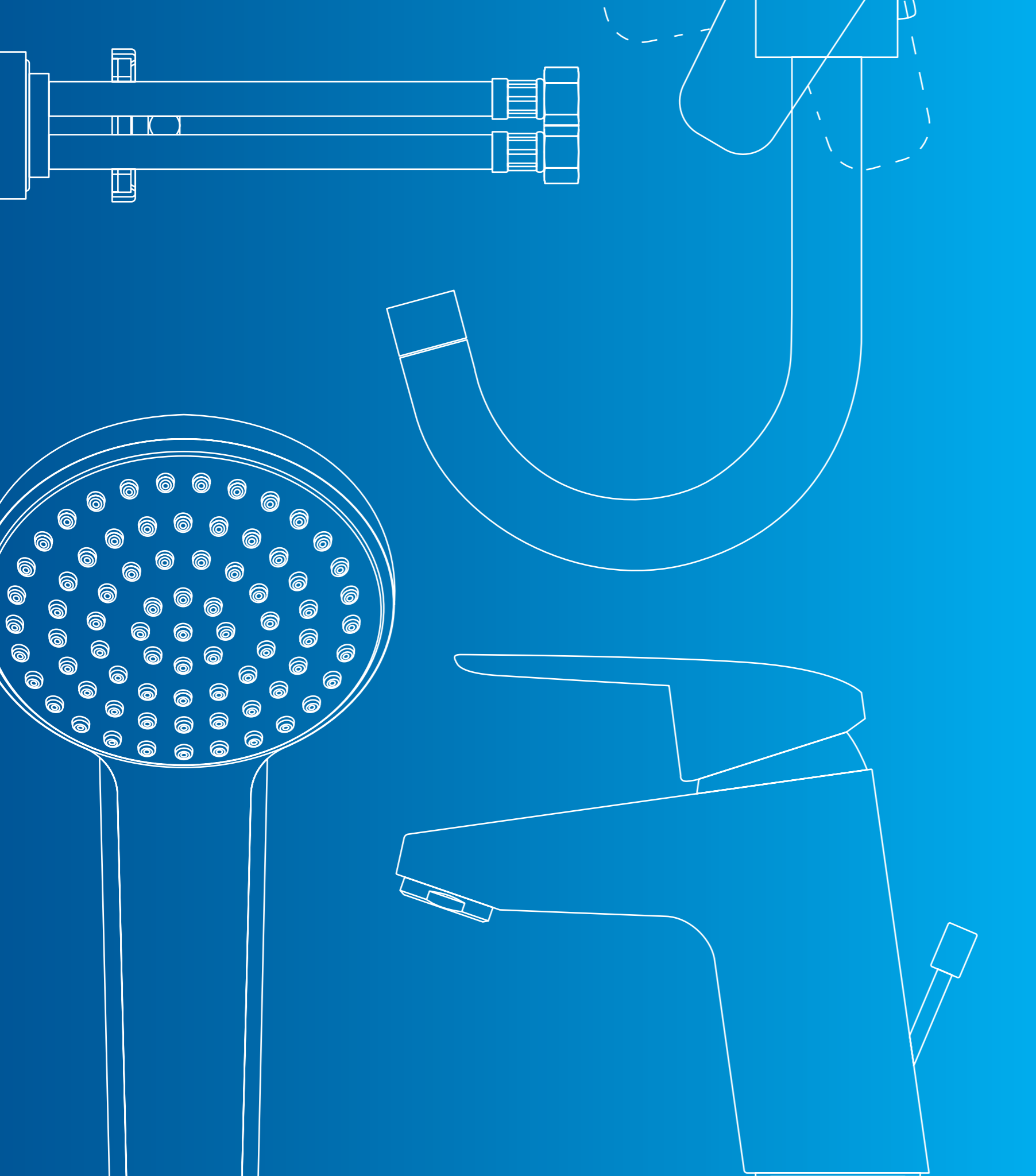




CERAFLEX[®]

The smart choice for reliable fittings





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SIMPLE FOR YOU. 


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AND SAVINGS 

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GREAT FOR YOUR CUSTOMERS. SIMPLE FOR YOU.



At Ideal Standard we believe it's important to get the balance right between easy installation and total customer satisfaction.

Our new Ceraflex® range of fittings shows our expertise at work.

Combining innovative technologies with smart new designs, these highly reliable solutions will enable your customers to save money over the years to come.

With its simple yet modern lines, Ceraflex® is designed to complement any bathroom or kitchen, although the big difference is what's inside.

At the heart of Ceraflex® is our brand new ceramic cartridge, FirmaFlow™. Our best cartridge ever, it delivers substantial cost savings because it conserves energy, saves water and lasts almost twice as long as the industry standard.

So your customers can enjoy attractive, efficient fittings that work smoothly and save them money, and you can save valuable time during installation.

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DECADES OF NEW STANDARDS

1950s

In 1957, Ideal Standard forms out of American Standard as the European side of the business finds success in new markets.



1960s

The invention of the Ceramic Disc Cartridge in 1969 marks a new standard in tap innovation and environmental responsibility and leads the way for Ceraflex® to set the new benchmark in bathroom hygiene.



1980s

The first rimless bowl introduces a new level of efficiency and cleanliness to sites such as hospitals, where hygiene counts on a communal scale.



2000s

Aquablade® technology is the biggest innovation since the flush toilet of the 19th century. In 2015, Aquablade® opens new possibilities in toilet aesthetics, water efficiency and cleanliness.



With a heritage that stretches back to the early 1900s, Ideal Standard is today a successful business with over 10,000 employees and a presence in 30 countries.

Styles and technologies have evolved dramatically since our earliest days, but one thing has remained constant. That's our commitment to putting the customer at the heart of everything we do.

Our innovative spirit and world-class design enables customers to create beautiful bathrooms and kitchens – whether that's in a residential, commercial or industrial setting.

The Ideal Standard range encompasses high-quality ceramic sanitary ware, taps and showering systems, bathing and wellness solutions, as well as furniture and accessories.

STYLE, SIMPLICITY AND SAVINGS

The Ceraflex® range of taps and shower fittings draws on over 100 years of experience at the forefront of bathroom and kitchen design.

FirmaFlow™, our latest cartridge inside the Ceraflex® fittings, is our slimmest yet. And that means the range is the ideal choice for a whole range of settings.

Whatever your customer's project, Ceraflex® offers a smart solution that looks great, performs flawlessly – and also saves money in the long term.

Every plumber knows the problem of centring a mixer into a basin tap hole. With the EasyFix system, Ceraflex® can be fitted and maintained easily, without leakage or limescale.



A portfolio of reliable
solutions for your
bathrooms and kitchens



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PRODUCT OVERVIEW

5 YEAR
PRODUCT
GUARANTEE

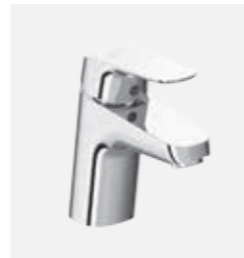
Warranty

We manufacture our products in Europe using only the highest quality materials to achieve exceptional levels of reliability. For extra peace of mind, all Ceraflex® taps and mixers also come with a **'5 YEAR WARRANTY AS STANDARD'**.

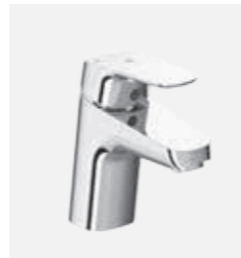
[Click here to learn more about warranties](#) ↘



BASINS



Basin mixer
with & without
pop-up waste



Basin mixer with
pop-up waste
& BlueStart®
technology



Basin mixer
grande
with & without
pop-up waste



Basin mixer grande
with pop-up
waste & BlueStart®
technology



Basin mixer
wall-mounted

SHOWER



Shower mixer
wall-mounted



Shower mixer
built-in Kit 1 + Kit 2

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PRODUCT OVERVIEW

5 YEAR
PRODUCT
GUARANTEE

Warranty

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[Click here to learn more about warranties](#)



KITCHEN



Kitchen mixer
wall-mounted

BIDET



Bidet mixer with
pop-up waste

BATH & SHOWER



Bath & shower
mixer built-in
Kit 1 + Kit 2



Bath & shower
mixer
wall-mounted



Bath & shower
mixer
wall-mounted
with accessories



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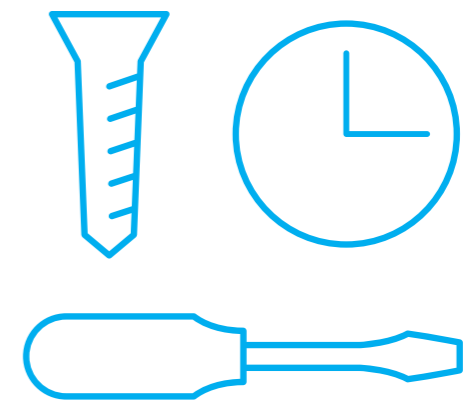
EASY INSTALLATION

— SAVE 30% OF INSTALLATION TIME

Ceraflex® uses the EasyFix system. A single stainless-steel bolt secures and centres the mixer automatically, so installation couldn't be easier. All components also come pre-assembled to save you time.

Wall-mounted showers use our proprietary fixing bracket. This is mounted on to the wall, rather than inside it, which greatly reduces installation time, and allows easy access for maintenance.

Ceraflex® is also designed to fit and match many different ceramics from Ideal Standard.

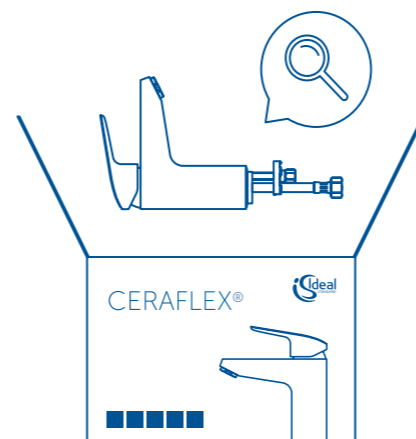


CLICK TO WATCH THE EASYFIX FILM

IT'S CALLED EASYFIX FOR A REASON

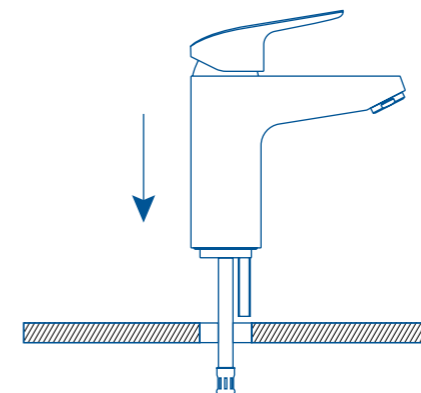
1.

Take out the fitting from the box and check it's complete according to manufacturing specification.



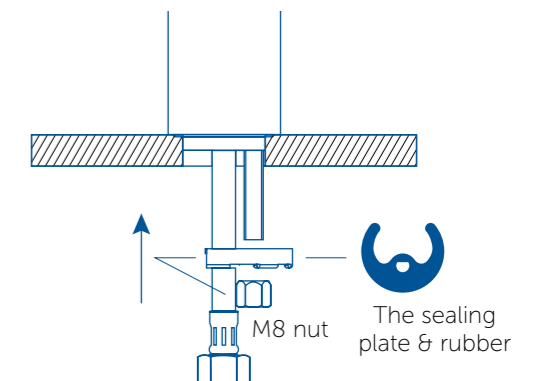
2.

Place the fitting above the basin, with the flexible hoses through the installation hole.

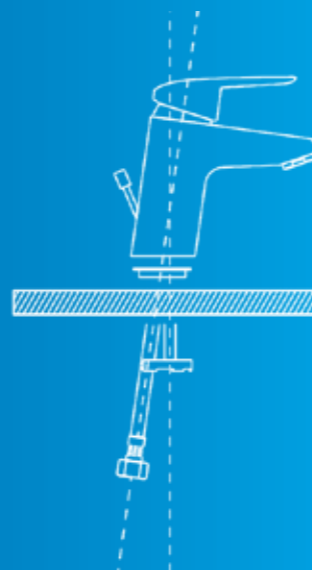


3.

Mount the sealing plate and rubber over the fitting's stud and tighten the M8 nut with an appropriate torque and the fitting will be fixed and stable.



Save 30% of your installation time with our EasyFix system compared with a normal tap



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LONG-TERM SAVINGS FOR YOUR CUSTOMERS

1.

Longer lasting quality

Engineered and manufactured in Germany, our new ceramic cartridge, FirmaFlow™, is the best we've ever made. And that's saying something, because we invented them.

The design is slimmer, and more durable too. Every part has been manufactured for purpose, so each is a perfect fit.

The cartridge housing has been upgraded to a new, high-performance plastic. It lasts longer because it's tougher, resistant to 95 degrees rather than the standard 80 degrees.

The ceramic discs in the cartridge have been refined to deliver the best possible sealing, while maintaining sensitivity in the controls.

The levers have been enhanced with metal pivots that guarantee a perfect fit, even over a lifetime of use. And the water flow function is now forged of stainless steel, rather than plastic, for increased durability.

The result is a cartridge that will last nearly twice as long as the industry standard – 500,000 cycles, compared to the standard 300,000 cycles – giving you 10 to 15 years of regular daily use.



SLIMMER
AND MORE DURABLE TOO



500,000
CYCLES



10-15
YEARS OF DAILY USE



SMOOTH
HANDLING FOR
EFFORTLESS PRECISION
AND ULTIMATE COMFORT

Did you know?

In the 1960s, we revolutionised water management in the bathroom with the invention of the Ceramic Disc Cartridge.

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LONG-TERM SAVINGS FOR YOUR CUSTOMERS

2.

Water savings

Ceraflex® saves water too. It uses improved CLICK technology, with a mechanical stop that limits water flow to just what's needed for washing hands – five litres/minute, rather than the usual nine. Over time this can mean a major saving for hotels and offices.

Water flow is also more efficient now. The flow remains highly consistent, even when the temperature is adjusted in either direction.



3.

BlueStart® energy saving

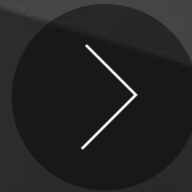
The Ceraflex® range also comes with Ideal Standard's own BlueStart® technology that saves energy by reducing hot water wastage. You can set it so only cold water comes out when the tap is opened in the centre position – the one users start with.

We've improved temperature consistency as well, both upwards and downwards and when opening/closing taps to increase/decrease water flow. And you can regulate temperature with more sensitivity now in the commonly used 'comfort zone' between 34 and 42 degrees.



HOT WATER LIMITER

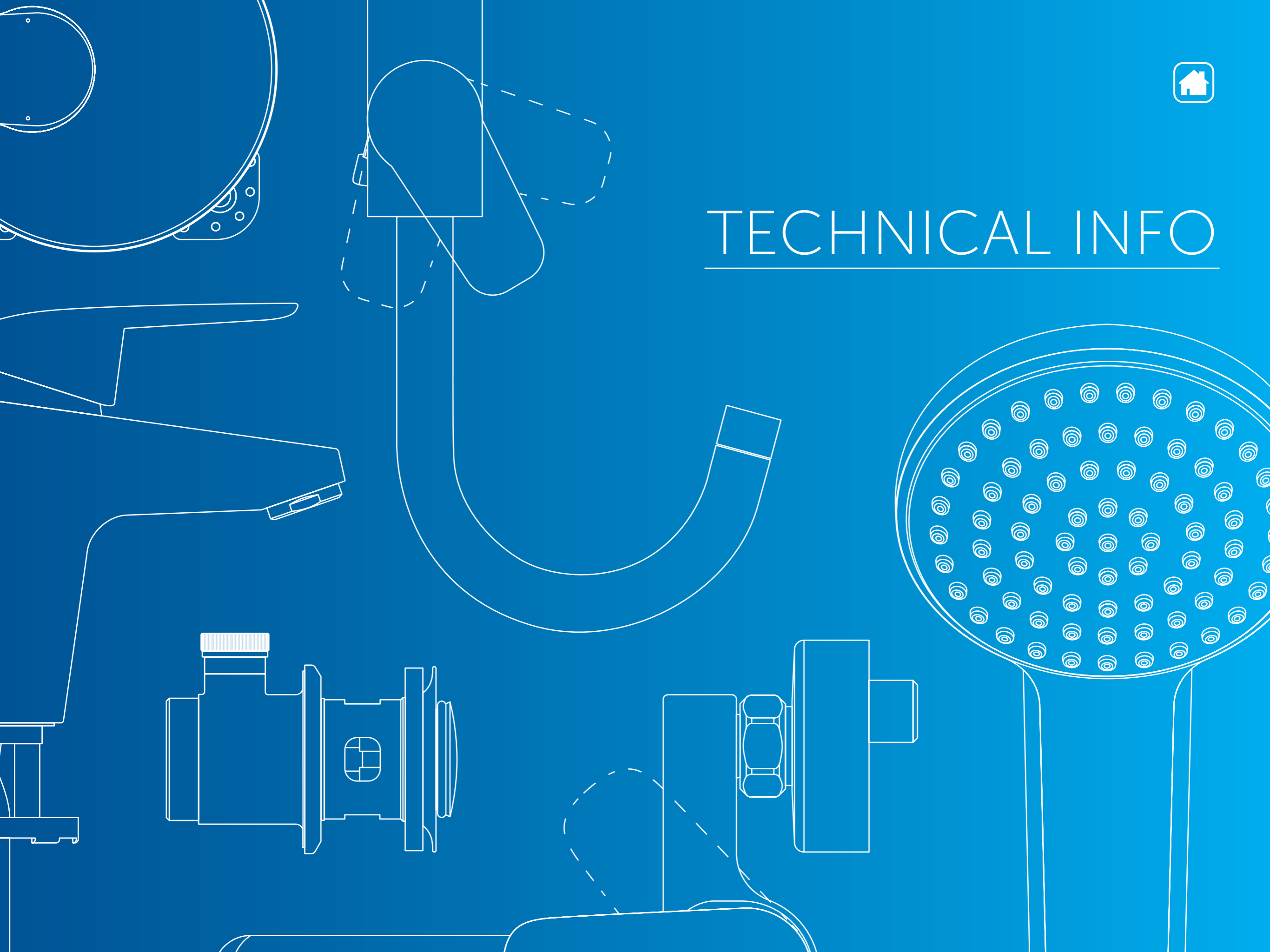
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CLICK TO WATCH THE CERAFLEX® RANGE FILM



TECHNICAL INFO





TECHNICAL SPECIFICATIONS



Swivel spout



ECO flow regulator



EasyFix system



CLICK technology



Water flow regulator



Flexible connectors



BlueStart® technology



Temperature limit stop



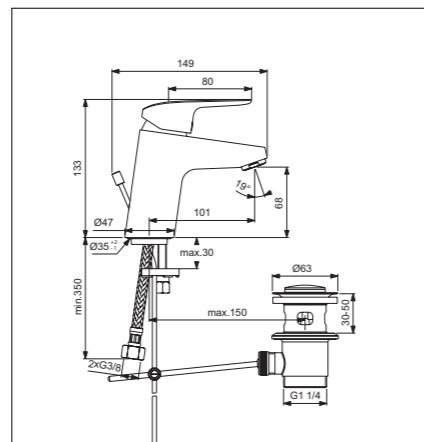
Water saving

Basin mixer with pop-up waste



Model	Ref
Basin mixer	B1707AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- Plastic pop-up waste 1 1/4"
- EasyFix system
- Plastic pop-up waste
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



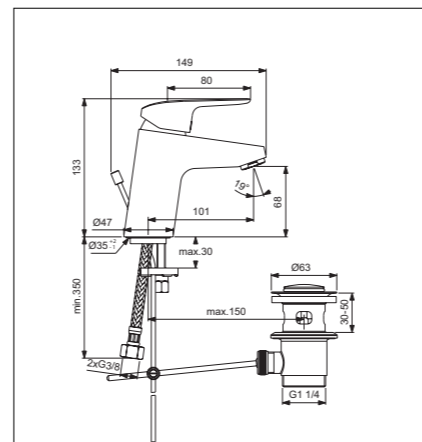
[Click to download CAD](#)

Basin mixer with pop-up waste



Model	Ref
Basin mixer	B1708AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- Brass pop-up drain 1 1/4"
- EasyFix system
- Metal pop-up waste
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



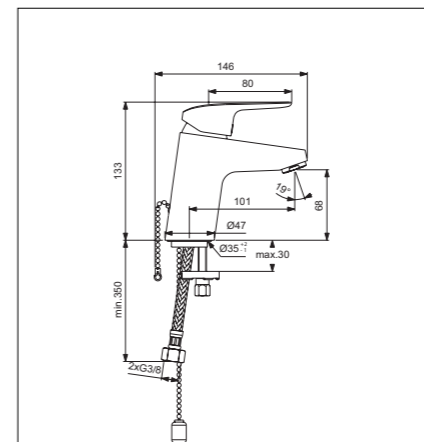
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Basin mixer with chain



Model	Ref
Basin mixer	B1709AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- Chain
- EasyFix system
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



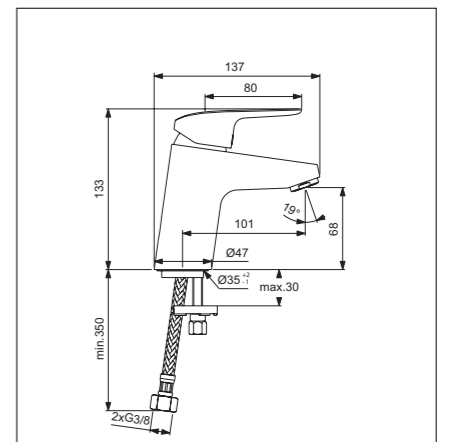
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Basin mixer without pop-up waste



Model	Ref
Basin mixer	B1710AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- EasyFix system
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



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TECHNICAL SPECIFICATIONS



Swivel spout



ECO flow regulator



EasyFix system



CLICK technology



Water flow regulator



Flexible connectors



BlueStart® technology



Temperature limit stop



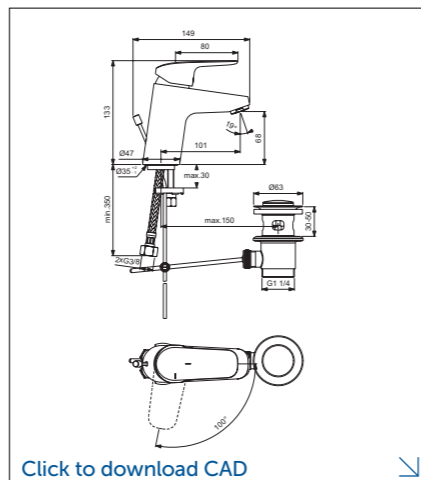
Water saving

Basin mixer with pop-up waste & BlueStart® technology



Model	Ref
Basin mixer grande	B1711AA

- BlueStart® technology
- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- Brass pop-up drain 1 1/4"
- EasyFix system
- Metal pop-up waste
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



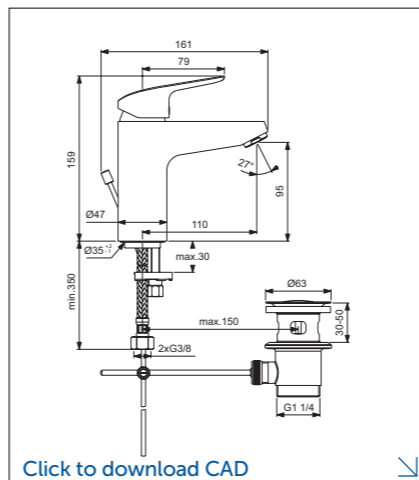
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Basin mixer grande with pop-up waste



Model	Ref
Basin mixer	B1712AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- Plastic pop-up waste 1 1/4"
- EasyFix system
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



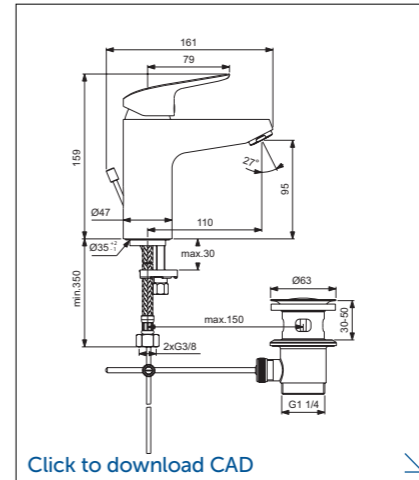
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Basin mixer grande with pop-up waste



Model	Ref
Basin mixer grande	B1713AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- EasyFix system
- Metal pop-up waste
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



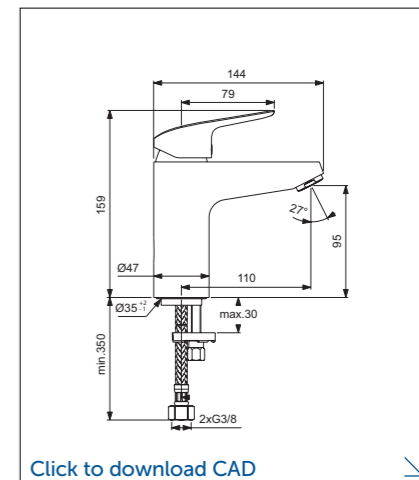
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Basin mixer grande without pop-up waste



Model	Ref
Basin mixer grande	B1714AA

- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- EasyFix system
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



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TECHNICAL SPECIFICATIONS



Swivel spout



ECO flow regulator



EasyFix system



CLICK technology



Water flow regulator



Flexible connectors



BlueStart® technology



Temperature limit stop



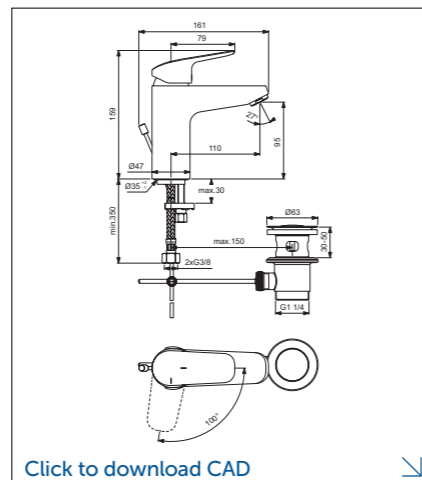
Water saving

Basin mixer grande with pop-up waste & BlueStart® technology



Model	Ref
Basin mixer grande	B1715AA

- BlueStart® technology
- New cartridge 38mm HWTC
- FLEX HOSE G3/8 PEX
- Slim Aerator 5l/min
- Brass pop-up drain 1 1/4"
- EasyFix system
- Metal pop-up waste
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



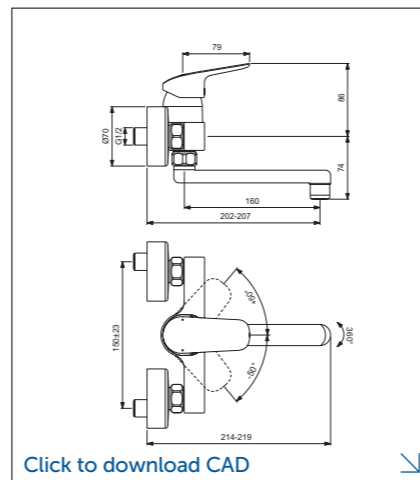
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Basin mixer wall-mounted



Model	Ref
Basin mixer	B1717AA

- Tub spout
- New cartridge 38mm HWTC
- CLICK technology
- Aerator Perlator
- S-connectors and cylindrical escutcheons
- Temperature limit stop (Preset option available)



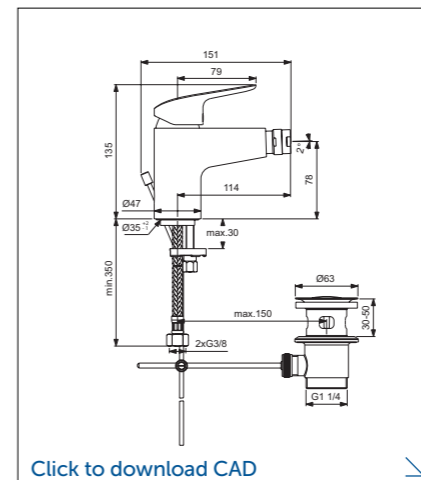
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Bidet mixer with pop-up waste



Model	Ref
Bidet mixer	B1718AA

- New cartridge 38mm HWTC
- CLICK technology
- FLEX HOSE G3/8 PEX
- Aerator Perlator M24X1
- Brass pop-up drain 1 1/4"
- EasyFix system
- Metal pop-up waste
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



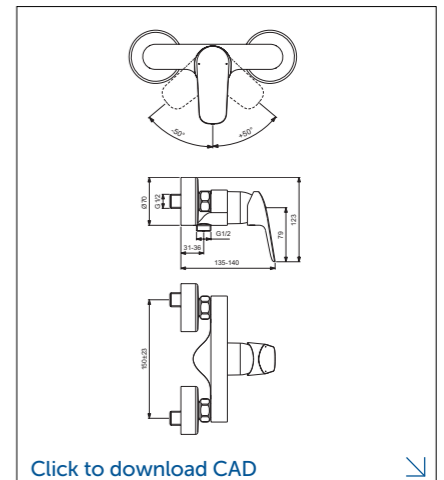
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Shower mixer wall-mounted



Model	Ref
Shower mixer wall-mounted	B1720AA

- New cartridge 38mm HWTC
- CLICK technology
- EasyFix system
- S-connectors and cylindrical escutcheons
- Check Valve
- Temperature limit stop (Preset option available)



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TECHNICAL SPECIFICATIONS



Swivel spout



ECO flow regulator



EasyFix system



CLICK technology



Water flow regulator



Flexible connectors



BlueStart® technology



Temperature limit stop



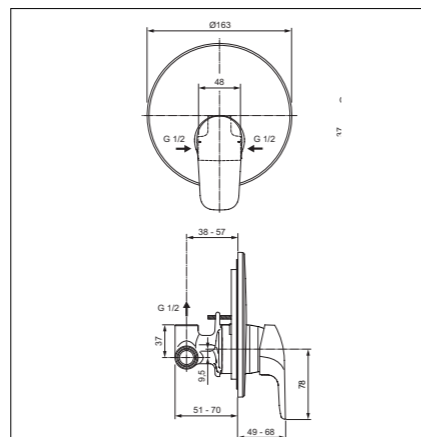
Water saving

Shower mixer built-in Kit 1 + Kit 2 wall



Model	Ref
Shower mixer rim-mounted	A6757AA

- Cartridge 47mm HWTC
- Escutcheon for built-in shower



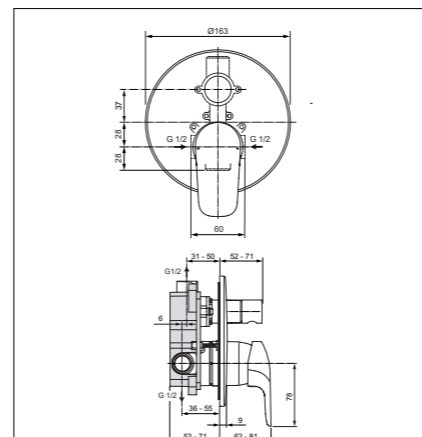
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Bath & shower mixer built-in Kit 1 + Kit 2



Model	Ref
Bath & shower mixer rim-mounted	A6758AA

- Cartridge 47mm HWTC
- Escutcheon for built-in shower



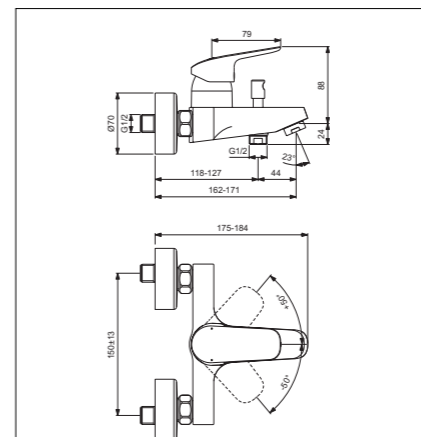
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Bath & shower mixer wall-mounted



Model	Ref
Bath & shower mixer wall-mounted	B1721AA

- New cartridge 38mm HWTC
- CLICK technology
- EasyFix system
- AUTOMATIC DIVERTER NIKLES
- Pull knob
- S-connectors and cylindrical escutcheons
- Check Valve
- Temperature limit stop (Preset option available)



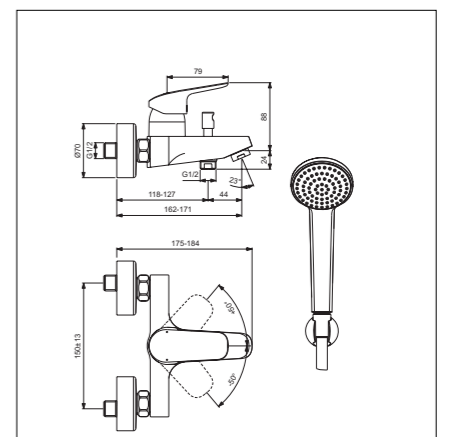
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Bath & shower mixer wall-mounted with accessories



Model	Ref
Bath & shower mixer wall-mounted with accessories	B1722AA

- New cartridge 38mm HWTC
- CLICK technology
- EasyFix system
- Automatic diverter
- Pull knob Active
- S-connectors and cylindrical escutcheons
- Check Valve
- Wall hook for hand shower
- Handspray Idealrain 80mm with waterflow 8L/min
- Shower metal hose G1/2-3'-G1/2X1500
- Temperature limit stop (Preset option available)



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CLICK technology



Water flow regulator



Flexible connectors



BlueStart® technology



Temperature limit stop



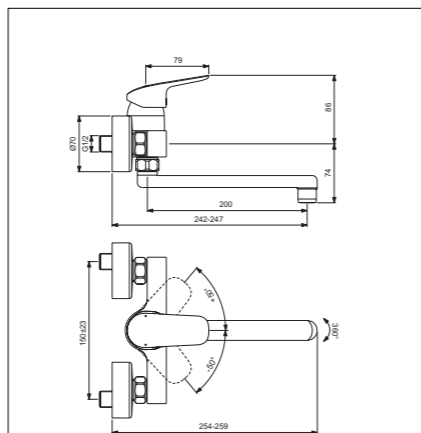
Water saving

Kitchen mixer wall-mounted



Model	Ref
Kitchen mixer	B1730AA

- Tubular Soldered spout
- New cartridge 38mm HWTC
- CLICK technology
- FLEX HOSE G3/8
- Aerator Perlator
- EasyFix system
- Supplied with flexible hoses
- Temperature limit stop (Preset option available)



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WARRANTY

Our confidence in the quality and reliability of Ideal Standard products enables us to guarantee many of them for a lifetime.

Our guarantee is offered on all products that have been used in the manner for which they were intended, and does not apply to any products that have been misused or abused in any way. Products must be installed and cared for in line with our fixing instructions and local water byelaws. In the unlikely event the product fails within the guarantee period, we offer a free replacement or replacement part (or nearest equivalent). Liability is limited to individual products and does not cover consequential loss or damage on installation.

- When your bathroom has been satisfactorily installed and is working well, please ensure you register your guarantee.
- The guarantee is transferable "it applies to the product not the purchaser" provided guarantee registration details are passed on to the new owner.
- You can register for guarantees on a bathroom bought on your behalf by a plumber or builder.



**5 YEAR
PRODUCT
GUARANTEE**



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