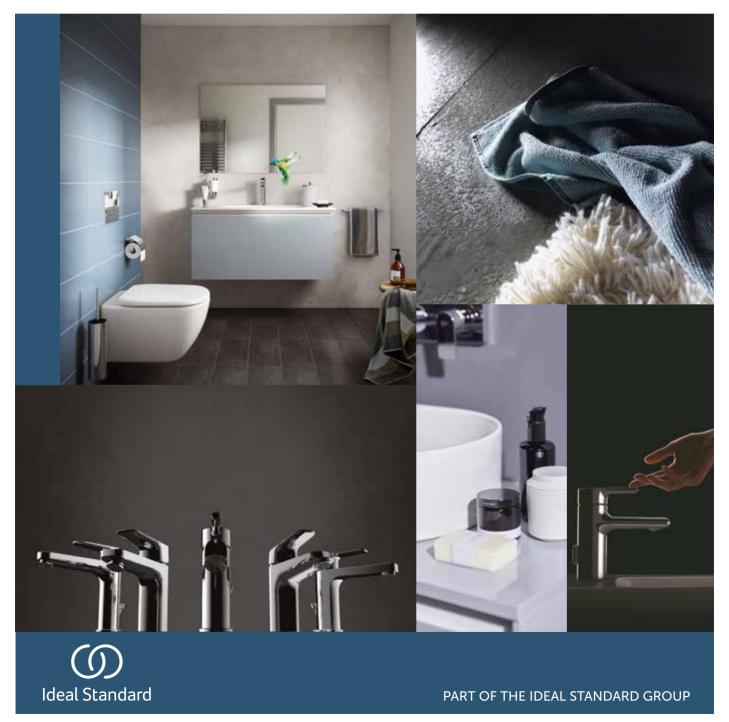


New Collection 2020

Better is the promise we make...





Where all things are considered



NEW COLLECTION 2020

HIDDEN BRILLIANCE





Contents

- 04 50 years of the ceramic disc cartridge
- 05 Pioneering past & present
- 07 FirmaFlow®
- 12 **Brass Fitting Products**
- 14 Edge
- 18 Ceraline
- 22 Cerafine D
- 26 Ceraplan III
- 28 Ceraflex
- 30 Ceralook
- 34 **Shower**
- 39 **PROSYS Built in cistern**
- 42 **FLUSH PLATES**

50 years of the ceramic disc cartridge

DEFINING THE FUTURE

It was a landmark year when our German engineers pioneered the ceramic disc cartridge to create a unique drip-free, easy-to-use and incredibly durable single lever tap.

While it left no telltale footprints, this technology continues to make its mark in millions of homes worldwide.

Pioneers past & present

OUR MISSION TO INNOVATE

In collaboration with leading universities, architects, urban designers and construction firms worldwide, we are working to positively shape the future of modern living.

We bring our industry-leading knowledge, skills and experience to a range of products that are intelligently designed to meet the needs of our customers, both today and tomorrow.

Below: Original ceramic disc cartridge illustration, 1969



1902 ONE-PIECE BATHTUB

1965 SKID-RESISTANT BATHTUB

1969 CERAMIC DISC CARTRIDGE

1979 THE RIMLESS TOILET

1990 TOP FIX

2000 CLICK TECHNOLOGY

2007 MARKWIK

2011 IDEALBLUE

2015 AQUABLADE

2016 FIRMAFLOW®

2017 IPALYSS

2019 CERAMIC DISC 50TH ANNIVERSARY

2020 CERATHERM NEW GENERATION



FirmaFlow®

THE DESIGN PERFECTION YOU NEVER GET TO SEE

As the ultimate development of the original ceramic disc cartridge, some 50 years on, FirmaFlow® is the undisputed market leader with its innovative engineering and extraordinary powers of durability, comfort and control are achieved for twice as long as the industry standard.

500,000+

use cycles, twice that of the industry norm

95°C

heat resistant

10-15 years of daily use



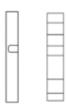


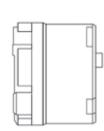














FirmaFlow®

ENGINEERED WITH THE FUTURE IN MIND

Click Technology

Save up to 50% more water with Click Technology. BlueStart® Technology

Reduce energy usage by up to 50% with BlueStart® Technology. LightMove®

Superior pinpoint precision over water temperature.

FirmaFlow® uses improved Click Technology with a mechanical stop to limit basin tap water flow to just the amount required for washing hands. This is even more efficient in maintaining flow consistency while reducing usage by up to 50%. Our BlueStart® Technology means that only cold water flows initially when opening the tap, hot water being saved unless actively selected by turning the lever. This enables BlueStart® to facilitate energy savings of up to 50%.

The FirmaFlow® cartridge enables finer temperature adjustments between 34°C and 42°C. Precision is paramount with LightMove®, improving tap handle usability, whilst the in-built hot water limiter makes scalding a thing of the past.







FirmaFlow®

TESTED TO THE LIMIT FOR UNLIMITED PERFORMANCE

Performance & Durability

Our ceramic disc cartridge undergoes 45 separate performance tests.

We test for pressure, temperature, noise and endurance to prove what we already know: it's the most durable, reliable, high-performance product on the market.



Right: Testing FirmaFlow®



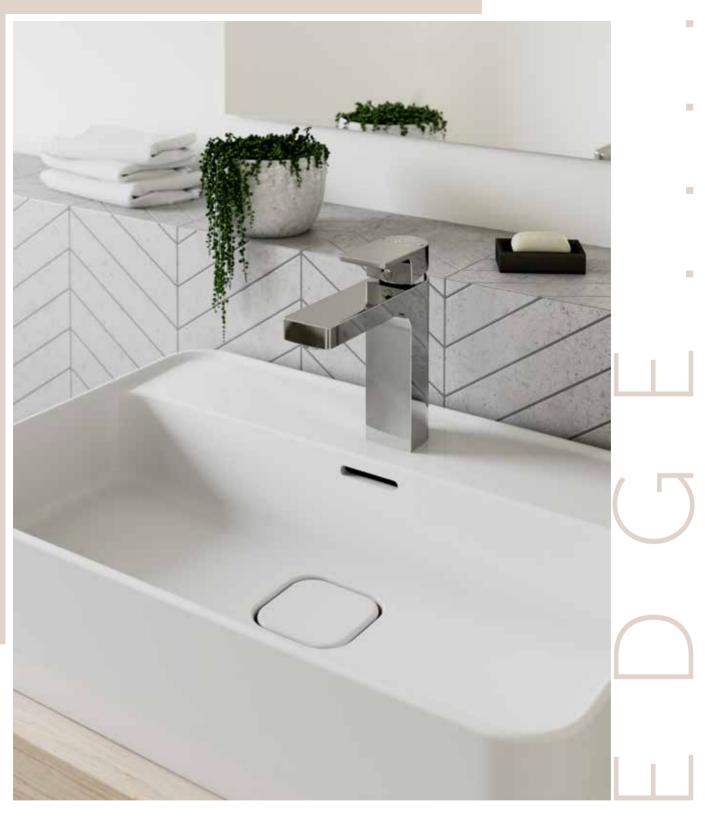
BRASS FITTINGS PRODUCTS

- *Edge
- *Ceraline
- *Cerafine D
- *Ceraplan III
- *Ceraflex
- *Ceralook





PERFECT SOLUTIONS FOR A PERFECT BATHROOM



EDGE

STYLE & STRENGTH

Working with industry leaders every day, we know contemporary design isn't just about the style. It's about the strength that comes with excellence in modern manufacturing. Precision-engineered by our experts, the EDGE collection has both in equal measure. This is what gives us the edge on design.



EDGE

The esssntial, modern tap collection for residential, commercial and public spaces.

WHY WE MADE EDGE

We believe that contemporary design isn't only about the style. It's also about the strength of modern manufacturing excellence. That's what makes EDGE different







STYLE

MINIMALIST

Inspired by a return to simplicity in the design world, focused on quality materials and geometric shapes.

SEAMLESS

Fits seamlessly into any design vision with clean, continuous lines.

STRENGTH

EFFORTLESS

Easily installed with the EasyFix® system. place the fitting above basin.

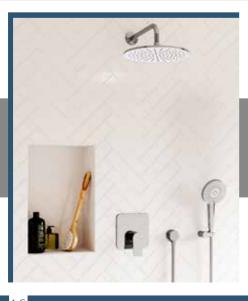
Mount the sealing plate and rubber over the stud and tighten the M8 nut.

DURABLE

Designed to withstand the most demanding environments with a high-performance catridge that lasts almost twice as long.









Technical information Edge



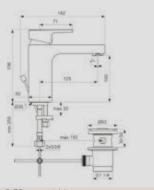
Edge basin mixer metal pop-up waste



A7104AA

Basin mixer

خـــلاط حــــوض ذو ذراع واحد للتحكم في المياه



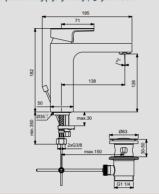
- *FirmaFlow® 38mm cartridge
- *EasyFix® system with centering & sealing ring
- *Shorty aerator M24x1 5l/min
- *Flexible hoses PEX G3/8"



A7109AA

Basin mixer grande

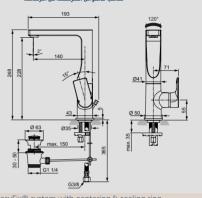
خـــلاط حـــوض جـرانـــد ذو ذراع واحد للتحكم في المياه



- *FirmaFlow® 38mm cartridge with hot water limiter
- *EasyFix® system with centering & sealing ring
- *Shorty aerator M24x1 5l/min
- *Flexible hoses PEX G3/8"



A7110AA Basin mixer slim high spout خــــلاط حـــــوض عــالــي ذو ذراع واحد للتحكم في المياا مناسب للأحــواض المــرتفعـة عن الـرخـامــة

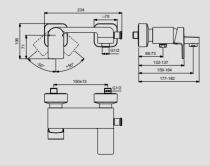


- *EasyFix® system with centering & sealing ring
- *Shorty aerator M24x1 5l/min *Flexible hoses PEX G3/8"
- *28mm cartridge *Noise class 1
- *Hot water limiter separate in pack *Swivelling spout

A7464AA

Bath & Shower mixer

خــلاط بـانـيــــو ذو ذراع واحد للتحكم في المياه



- *FirmaFlow® 38mm cartridge
- *Hot water limiter included
- *S-connectors with noise reducers included

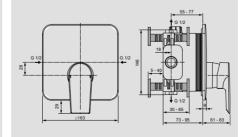
*Flat-top surface that can be used as a shelf



A7123AA

Shower Built-In mixer

خــلاط دوش دفـن بـدون صحول



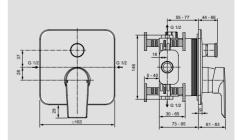
- *Built-in Kit2
- *47mm Click cartridge
- *Metal handle with red and blue indicator
- *Chrome plated metal escutcheon
- *Necessary equipment A1000NU



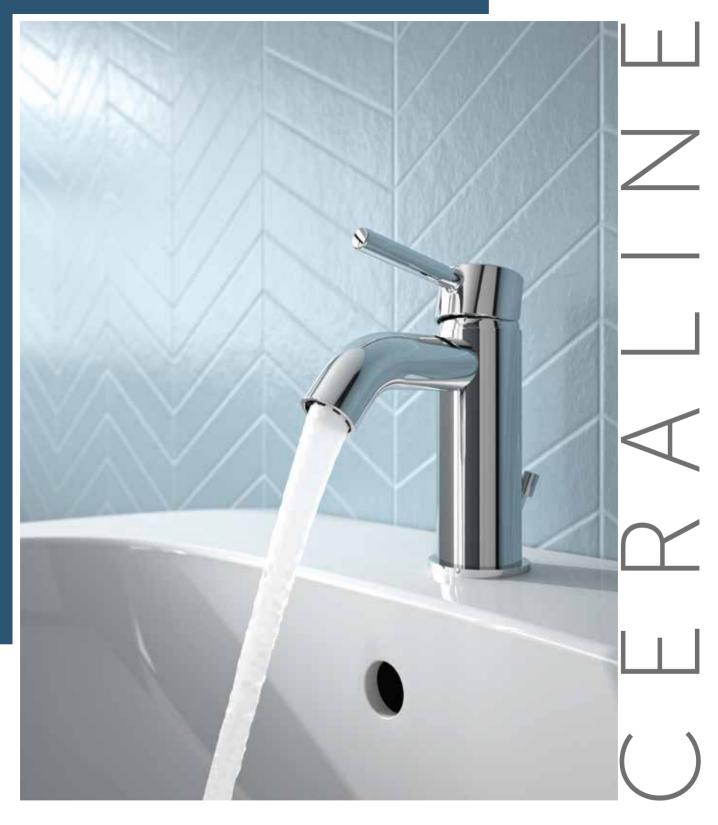
A7124AA

Bath & Shower Built-In mixer

خــلاط دوش دفـن بـمـحول



- *Built-in Kit2 for A1000NU
- *Automatic diverter
- *47mm Click cartridge
- *Noise class 1
- *Metal handle with red and blue indicator *Chrome plated metal escutcheon
- *Necessary equipment A1000NU

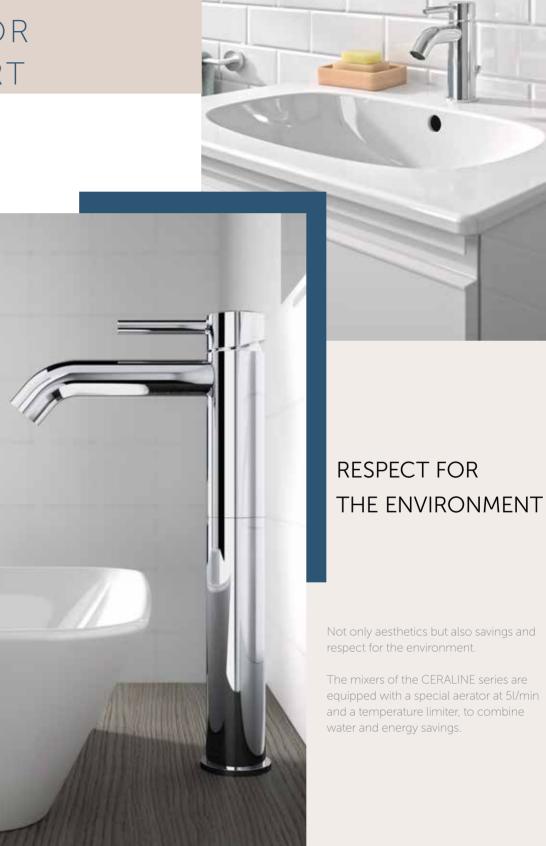


CERALINE

ESSENTIALITY. TIMELESS

Inspired by the pure shape of the cylinder, the series of CERALINE mixers represents the perfect synthesis of classic rigor and contemporary essentiality. What makes the collection special is the balance of the composition built on clean lines and precise volumes. refined, iconic and timeless, CERALINE is designed to meet the most diverse contemporary needs of space and taste.





Ceraline's timeless design and extra height makes it the right choice for greater comfort.



QUALITY . ACCESSIBLE

Offering design and quality at affordable prices is one of our priorities. The CERALINE collection represents a step forward in this direction. The formal purity, reliability in terms of resistance, hygiene and durability, combined with the excellent quality / price ratio, make the collection a perfect solution both for residential bathrooms and for larger projects intended for hospitality.

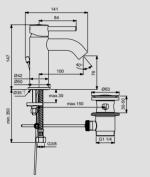
Technical information Ceraline

Ceraline basin & vessel mixer metal pop-up waste

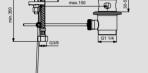


BC193AA

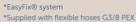
Basin mixer with pop-up waste خـــلاط حــــوض ذو ذراع واحد للتحكم في المياه مع طابق وفايظ



- *35 Ceramic disc cartridge
- *Hidden aerator 5l/min
- *Temperature limiter
- *EasyFix® system
- *Supplied with flexible hoses G3/8 PEX *Cache aerator with 5L/min flow rate limiter



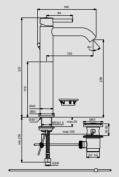
- *Ceramic disc cartridge



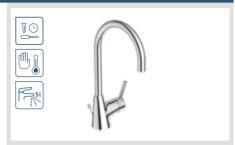


BC194AA

Vessel mixer خبلاط حبوض عبالي

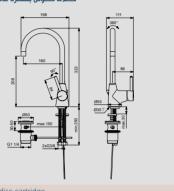


- *Hidden aerator 5l/min
- *Temperature limiter



BC195AA

Basin mixer with high tubular spout خلاط حلوض بقنطرة عالية متحركة



- *Ceramic disc cartridge
- *Hidden aerator 5l/min
- *Temperature limiter
- *EasyFix® system
 *Supplied with flexible hoses G3/8 PEX

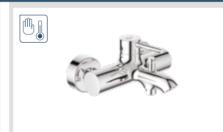


BC197AA

Bidet mixer with metal pop-up waste

خــلاط بيــديــــه

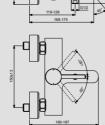
- *Ceramic disc cartridge
- *Hidden aerator 5l/min
- *Temperature limiter *EasyFix® system
- *Supplied with flexible hoses G3/8 PEX



BC199AA

Bath & Shower mixer

خــلاط بــــانيــــو



- *Ceramic disc cartridge
- *Temperature limiter
- *Hidden aerator
- *Check valve
- *Automatic diverter
- *Standard S-connections with noise reducers



CERAFINE D

SQUARED LINES FUNCTIONALITY

With its elegant design and high-performance engineering, the CERAFINE D is timeless in every way.

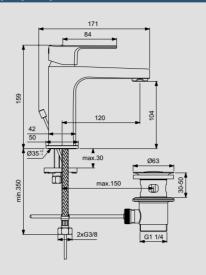
CERAFINE D



Technical information Cerafine D

Cerafine D basin mixer metal pop-up waste





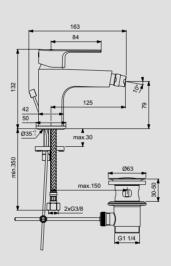
BC686AA

خــلاط حـــــوض

- *28 mm FirmaFlow® ceramic disc cartridge
- *EasyFix® system
- *Slim aerator 5l/min
- *Supplied with flexible hoses G3/8 PEX
- *Ball joint M18x2
- *SmartShine® Finishing
- *LightMove® cartridge

Cerafine D bidet mixer metal pop-up waste



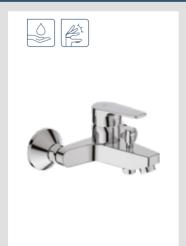


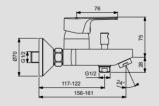
BC691AA

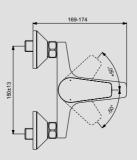
خــلاط بيـــديــــه

- *28 mm FirmaFlow® ceramic disc cartridge
- *EasyFix® system
- *Slim aerator 5l/min
- *Supplied with flexible hoses G3/8 PEX

Cerafine D exposed bath & shower mixer







BC692AA

خــلاط بـــانـيـــــو

- *38 mm FirmaFlow® ceramic disc cartridge
- *Check valve
- *Automatic diverter



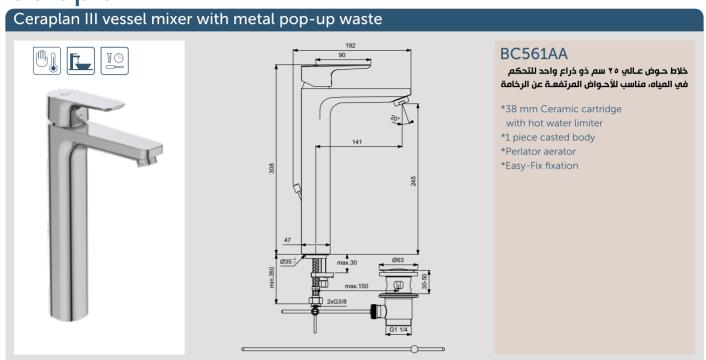


CERAPLAN III

RE-DESIGNED FOR CLASSIC BEAUTY

These stunning fittings not only look the part, but also come with water and energy saving technologies, creating a timeless and contemporary selection of taps that offer comfort and practicality.

Technical information Ceraplan III







CERAFLEX

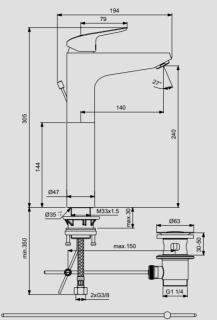
SIMPLY CLEVER

Ideal Standard presents Ceraflex, with it's slim and modern lines, Ceraflex is designed to complement any bathroom. Combining innovative technologies with smart new design, this highly reliable solution will enable water and energy saving, easy installation and at the same time create enjoyable aesthetics.

Technical information Ceraflex

Ceraflex vessel mixer with metal pop-up waste





B1872AA

خلاط حـوض عـالي ذو ذراع واحد للتحكم في المياه، مناسب للأحـواض المرتفعـة عن الرخامة

- *38 mm Ceramic cartridge FirmaFlow® ISI with hot water limiter
- *Brass cast body 2 pcs
- *Slim Perlator aerator with 5 L/min flow rate limiter
- *Easy-Fix system for installation
- *Flexible hoses G3/8"



CERALOOK

MODERN CHICK FOR

THE KITCHEN



CERALOOK -CLEAR-CUT LOOKS IN 3 DESIGNS

Ceralook combines practicality and elegance in a range of kitchen mixers that leaves nothing more to be desired. Its distinctive design sets the tone in every kitchen.

The comprehensive functionality is provided by numerous different models with low or high mounted spouts.

Ceralook offers many practical and aesthetic features, such as pull-out spouts or bi-color finishes.

Simply beautiful, versatile and incredibly practical.







CERALOOK in overview:

*Clearer, slimmer looks in 3 designs

*Available with L-spout, low mounted spout and high mounted spout

*Very durable thanks to the new 38mm FimaFlow cartidge

*Safe positioning thanks to EASY-FIX

*Variety of models available with pull-out spout





Kitchen mixer with pull-out spout, 2-Functional

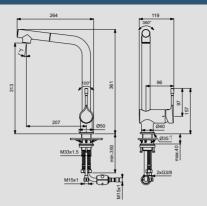


Kitchen mixer with pull-out spout, 2-Functional

Technical information Ceralook

Kitchen mixer with pull-out spout, 1-Functional





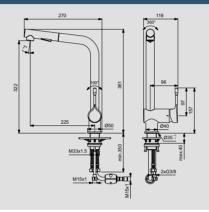
BC176AA

خلاط حوض مطبخ يثبت على سطح أفقي بقنطرة عالية متحركة و خرطوم ١ نظام

- *38 mm cartridge FirmaFlow® with hot water limiter + Click technology
- *Brass body with pull out spray, 1-Functional
- *Metal handle with red and blue colour indication printed on handle
- *Cold water in central position
- *Easy-Fix with centering & sealing ring
- *Flexible hoses PEX G3/8"
- *Hidden aerator
- *Finish: Chrome

Kitchen mixer with pull-out spout, 2-Functional





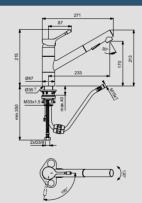
BC178AA

خلاط حوض مطبخ يثبت على سطح أفقي بقنطرة عالية متحركة و خرطوم ٢ نظام

- *38 mm cartridge FirmaFlow® with hot water
- limiter + Click technology
- *Brass body with pull out spray, 2-Functional
- *Metal handle with red and blue colour indication printed on handle
- *Cold water in central position
- *Easy-Fix with centering & sealing ring
- *Flexible hoses PEX G3/8"
- *Hidden aerator
- *Finish: Chrome

Kitchen mixer with pull-out spout, 2-Functional





BC297AA

خلاط حوض مطبخ يثبت على سطح أفقي بقنطرة متحركة و خرطوم ۲ نظام

- *38 mm cartridge FirmaFlow® with hot water limiter + Click technology
- *Brass body with pull out spray, 2-Functional
- *Metal handle with red and blue colour indication printed on handle
- *Cold water in central position
- *Easy-Fix with centering & sealing ring
- *Flexible hoses PEX G3/8"
- *Hidden aerator
- *Finish: Chrome

KITCHEN





*Ideal Duo Shower System

LOVE GETTING CAUGHT IN THE RAIN

After a busy day, your bathroom can be a refuge of relaxation and warmth. A shower invites you to stand beneath warming rain, eyes closed, face turned upwards, and let the sensation of rainfal wash away the stresses of the day.

Our new showering system helps you relax, unwind and escape. You can indulge yourself in a rain shower that you control to suit your mood. A long, hot shower gives you a deeply relaxing soaking. Lighter rainfall can revive the spirits, whilst a stronger stream gives you the feeling of reaching deep into your tired muscles and massaging them gently back to life.

IDEAL DUO Shower System



RELAXATION OR REINVIGORATION?

First thing in the morning, an Ideal Duo shower can become your wake up call, transforming your bathroom into a place of invigoration. Ideal Duo inspires and re-energises you. It puts you in the right frame of mind to make the most of the busy day ahead, so you can step out of the refreshing rain and into your world.

SAVE SAVE SAVE ENERGY SAVE MONEY

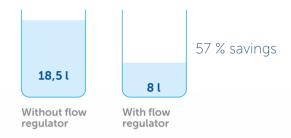


REDUCE YOUR WATER BILL AND SAVE ENERGY!

Water is one of our most precious resources. Idealrain is cleverly designed and precision manufactured to help you reduce water consumption without compromising on comfort, enjoyment or reliability.

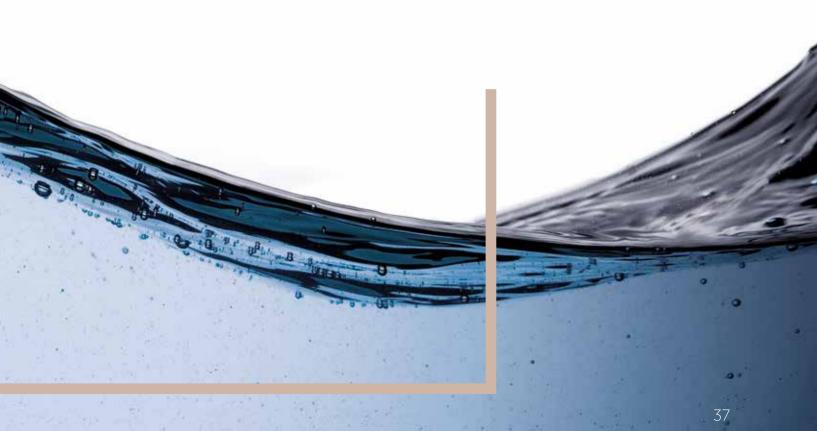
Intelligent water flow

Idealrain's precision-designed flow engine delivers optimal spray performance. The additional, easily fitted and removed flow regulator, reduces water consumption in high-pressure systems from 18.5 l to just 8 l with no loss of flow.



Good for you, good for the planet

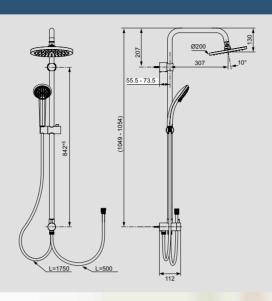
Saving water and energy is an important consideration when choosing a new shower. Cutting your consumption of resources doesn't just help the planet; it also saves you money.



Technical information Shower

IdealDuo Shower System





A6281AA Idealduo Shower System مجموعة ايـديـال ديـــو

Description

Idealduo Shower System:
Applied to exposed fittings this system consists of an 109 cm (105 cm from center) long shower pipe with an integrated diverter and an adjustable solid wall bracket, Ultra Slim round head shower Ø200 mm (12lt/min flow regulator) and bended arm fixed to the wall bracket, 1750 mm Idealflex hose, 3 function handspray Ø80 mm and easy to move slider with a push button.





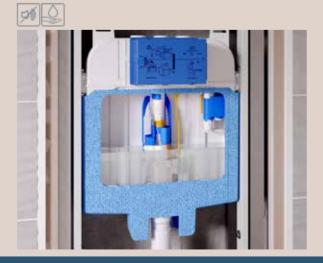
PROSYSTM

Built In Cistern



SmartValve

saves water

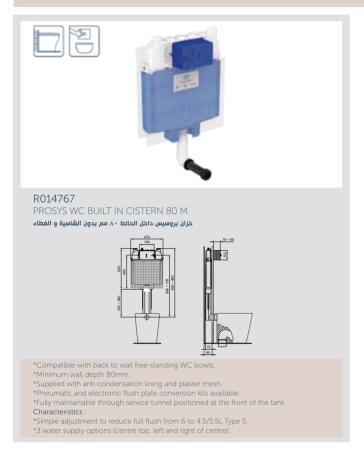


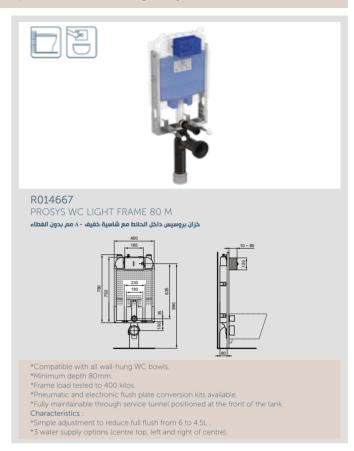
Standard on all Prosys™ cisterns, this innovative inlet valve only allows refilling of the cistern after the flush is complete, avoiding any wastage of water during flushing. This patented feature has been proven to save up to 63 litres a week, which corresponds to a 12% reduction in users' water bills. Not only does it promote water conservation, it is also so quiet it has been certified by NF as acoustic class 1. It is a quick-filling valve and is compatible with any water pressure.

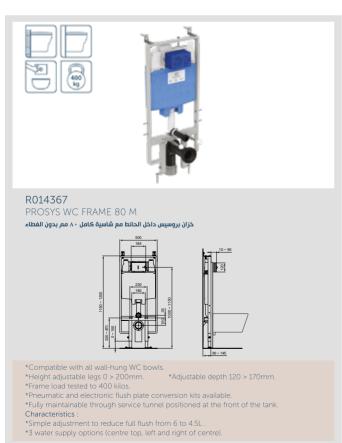
'Save up to 63 litres a week, which corresponds to a 12% cost reduction.'

Technical information ProSys[™] 80 - 150

- * Mechanical flush plate actuation.
- * Characteristics: NF-certified class 1 silent fill inlet valve with patented water saving delayed fill feature.











What you see

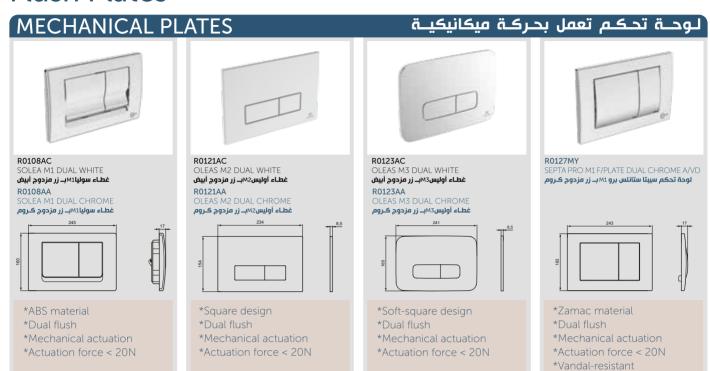
Our range of flush plates offers a choice of shapes, colors, functions and materials to suit any design need, whatever your bathroom vision.

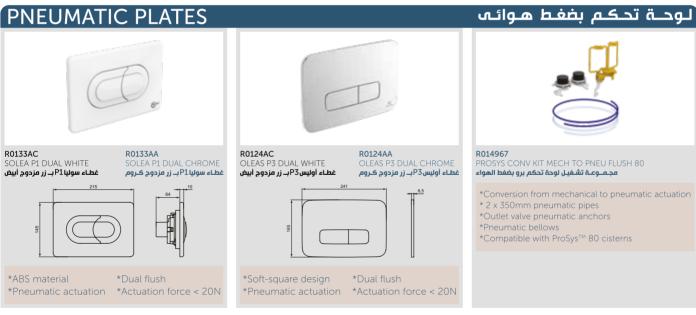
They come with a choice of actuation methods and perfectly match the look and functionality of our toilet.

You can choose the mechanical, pneumatic, and electronic "no touch" actuation (with either capacitive or infrared sensors) for a new level of hygiene and convenience at the wave of a hand.

For public washrooms environments, we also offer vandal-resistant models

Technical information Flush Plates







Don't Hesitate To Contact Ideal Standard						
MAIN OFFICE	88 AL Moltaqua Al Araby Al Mosheer Ahmed Ismail St. Sheraton Tel.: 26969700 Fax.: 26969710	۸۸ الملتقی العربی شارع المشیر أحمد إسماعیل - شیراتون ت: ۲۱۹۲۹۷۰۰ ف: ۲۲۹۲۹۷۱۰	الإدارة			
CUSTOMER SERVICE OFFICE	54 / 17 Ismail Wahby St., From Moustafa El Nahas 9th Area, Nasr City Tel.: 19696 Fax.: 24733217 6 October : Al Fardous city, In front of Dream Land. First Mall next to AlOthaim market. 238882746 – 238882747 WhatsApp Number : 0121 221 9696	۱۷/۵٤ شارع إسماعيل وهبي من امتداد مصطفي النحاس المنطقة التاسعة – مدينة نصر ت: ١٩٦٩٦ ف: ٢٤٧٣٣١١٧ ٢ اكتوبر : مدينة الفردوس أمام دريم لاند – فيرست مول بجوار سوبر ماركت اسواق العثيم ٢٣٨٨٨٢٧٤٧ – ٢٣٨٨٨٢٧٤٧	مركز وإدارة خدمة العملاء			
SHOWER ENCLOSURES	العربية Cairo and Canal cities and Upper Egypt Tel.: 19696 Delta: Tel.: (048) 2198417 - 012 789 700 60 Fax.: (048) 2200211 Alexandria 012 789 700 70	SE@idealstandard.com البريد الإلكتروني لإدارة الكبائن لجميع انحاء جمهورية مصر القاهرة الكبري و مدن القناة و الصعيد ت: ١٩٦٩٦ الدلتا: ت: ٢١٩٨٤١٧ (٠٤٨) – ٢٠ ٢٠٨٩ ٢١٠٠ ف: ٢٢٠٠٢١١ (٢٤٨)	الكبـــــــائن			

CUSTOMER	SERVICE CENTERS & SHOWROO	ىة العــــــــــــــــــــــــــــــــــــ	ــراكز خدمــــ	ـــارض ومـــ	ம
HELIOPOLIS	88 AL Moltaqua Al Araby Al Mosheer Ahmed Ismail St. Sheraton Tel.: 26969730 - 26969731	د إسماعيل – شيراتون	۸۸ الملتقی العرب شارع المشیر أحم ت: ۲٦٩٦٩٧٣٠	ر الجديدة	مصر
DAHER	2, Edrees Ragheb St., off Port said St., Tel./ Fax.: 25916830 - 25916042	ب متفرع من شارع بورسعید ۲۵ – ۲۵۹۱۹۰۲		اهــــر	الظ_
ALEXANDRIA	(1) 698, Cornich Road, Asafra , Faisal Bank Bldg. Tel.: (03) 5549328 - 5487074 Fax.: 5540999 (2) 75 A Fawzy Mouaz St., - Semoha - Alexandria Tel.: (03) 4280603 / 9 Tel.: 01227777402	الكورنيش–العصافرة–عمارة بنك فيصل ٥٤٨٧٠٧٤ / ف: ٥٩٩٩ ٥٥٤ (٠٣) ي معاذ – سموحة – الإسكندرية – (٠٣) – ت: ٠١٢٧٧٧٧٤٠٠	ت: ۵٥٤٩٣٢٨ - (۲) ۷۵ أش فوز	كندريـــة	الإسا
MANSOURA	El Gomhoreya St., (in Front of Faculty of Medicine) Tel./Fax.: (050) 2200078	– أمام كلية الطب ٢ (٠٥٠)	شارع الجمهورية ت/ف: ۲۰۰۰۷۸	صـــــورة	المند
PORT SAIED	31, 23rd July St., El Manakh district, Portsaid 01203399052 - (066) 3211608	و - حی المناخ - بورسعید - ۲۲۱۱۲۰۸ (۲۲۰)		عــــد	بورس
ASIUT	4, El-Gomhorya St., El-Horreya Tower. Tel./Fax.: 088 2063574		٤ ش الجمهورية ت/ف: ٢٦٣٥٧٤	وط	أسيــ
HURGHADA	22, El Nasr Road., Stadium St., Tel./Fax.: (065) 3548032	– أول شارع الاستاد ٢ (٠٦٥)	۲۲ طريق النصر ت/ف: ۵٤٨٠٣٢	<u>ق</u> ق.	الغرد
SHARM EL SHEIKH	Plot 214A, Sunny Lakes Mall No. 3, 4, Ground floor, Khalig Neama Hill Tel./Fax.: (069) 3604749	، التجاري ٣ صني لاكس الدور الأرضي ربوة خليج نعمة ٢ (٠٦٩)		, الشيـــخ	شرم
LUXOR	El Madina El Munawara st., Ahmed Hashem Tower Tel.: (095) 2281968 - 01001616541	یرة – برج احمد هاشم ۲ (۰۹۰) – ۱۱۱۱۲۵۶۱		Jr	الأقد
ZAKAZIK	Awlad Gabr Center - Al Zhoor Area - Saad Zaghlool St., Tel. & Fax: (055) 2344746	ט ר גב יט יר גט	سنتر أولاد جبر - ت/ف: ٣٤٤٧٤٦	ــــازيق	الزقــ
TANTA	Al Moahda Road – Area 4 - Tanta Tel.: 0106 9958460 - 0403595404	- قطعة رقم ٤ – طنطا ١٠ – ٤٠٢٥٩٥٤٠٤٠			طنط
MARSA ALAM	39 (9 st.,) Oasis Showroom Tel.: 0106 6000 373		۳۹ شارع ۹ – معر ت: ۲۰۰۰۳۷۳ ت	ى علـــم	مرسہ
ALAMEIN NEW	Shopping Center J9 Stella Marina بديدة Alamein City Tel.: (0100) 7100 666	ل منتجع ستيلا مارينا – مدينة العلمين الـ ١٠	المركز التجارى 9 ت: ٢٦٢٠٠٦٦	NEW ÚLA	العلو

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