

Icera Program Overview

We offer clients compelling and popular styles at much better price points than others.

We offer YOU a robust 47% margin (buy @ .34x/sell @ 35% off list) across all products and protect that margin by an enforced MAP/UMRP policy. **Decorator products are protected by an enforced Minimum Advertised Price (MAP)/Unilateral Minimum Retail Pricing (UMRP) policy.** All dealers may not sign or advertise below 35% off list (MAP) and may not sell more than 40% off list (UMRP). We also protect you on the Internet with our iMAP/iUMRP policy that allows for a max 30% advertised price and a 30% in-cart price.

Freight-free shipping at only \$2,000 net per order. Ceramics and vanities can be combined to meet the \$2,000 qualifying minimum.

Our line is easy to sell and specify. We've added all the features that clients want to eliminate confusing and aggravating line-item additions.

Toilets

ALL toilets include:

- Soft close quick disconnect seat-even 2PC toilets
- ADA height
- Anti-microbial glaze
- Metal flush lever

We produce products that work! All toilets are individually flush tested and are rated by Maximum Performance (MaP) at 1000g performance (wall hung is 800g). Icera's been named the Best Flushing Toilet for the 4th year in a row by Consumer Reports TM.

All are gravity fed using common internal parts and install in a familiar way, so tradespeople are comfortable with the product.

Vanities

ALL vanities feature:

- Solid hardwood face frames and hardwood ply boxes
- Dovetail drawer box construction
- Full extension drawers
- Slow close ball bearing drawer slides and slow close, adjustable door hinges.

What we DON'T do:

- Sell to Ferguson
- Sell consumer direct online