

„Quality is never an accident.
It is always the result of
intelligent effort.“

John Ruskin



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TODAY'S BATHROOM WHY A WELL MAINTAINED BATHROOM IS IMPORTANT TO US

In the bathroom one wants to focus on ones own needs. It is a place where we all linger undisturbed several times a day. A few years ago bathrooms mainly had to be practical. Functionality preceded design – practicality had priority over aesthetics. Today's bathrooms are oases for rest and recreation. Lying in the hot bathtub not only serves the purpose of cleaning but rather the mental well-being and the relief of stress. That is exactly why a beautiful and – above all – well maintained bathroom is so important to us.

A VIEW ON THE MARKET

AROUND THE BATHROOM



- › In the European Union there are over 220 million bathrooms
- › Many landlords have not refurbished their bathroom since the last tenant
- › The bathroom is subject to a change of image and use
- › There is a continuously increasing demand for modern bathrooms
- › Consumers more and more use specific detergents for cleaning
- › Over 50 % of European people use bath cleaners once a week

CURRENT SITUATION IN THE TRADE

- › Increasing variety of sanitary surfaces
- › Often insufficient material advice given during sales discussions
- › Suitable cleaners only recommended occasionally
- › Potential sales volumes are not properly exploited
- › Lack of knowledge for cleaning sanitary surfaces

CLEANING & CARE

Understandably, customers prefer robust and long-living materials in the bathroom. Yet, cleaning should be easy and gentle. Therefore it is important to already stress the different characteristics of the built-in material during the sales discussion and to give appropriate cleaning advice you certainly would get when buying a new leather couch for the living room. Surprisingly, this kind of recommendation is not often found in the sanitary market, even though the different materials vary quite a lot and the wrong cleaning may cause permanent damage.

REPAIR & REFURBISHMENT

The bathroom is an indication of every well-maintained household. It is one of the most utilized rooms with correspondingly high daily demands. Damage or traces of use will not only lessen the value of the bathroom but will also leave a bad impression. Unfortunately, the knowledge of how to inexpensively remove minor blemishes, easily renew unsightly joints or refurbish scratched surfaces is often lacking. Therefore it is crucial for us to provide correct information and offer suitable products and we do so in a systematic approach. Thus, facilitating employee training for the dealers and saving customers the frequently time-consuming search in the individual departments.



ACCESS TO THE MARKET

YOUR CHANCE FOR MORE PROFIT

A modern bathroom can no longer be reduced to ceramic and enamel surfaces. Today you will find numerous materials and surfaces like acrylic, mineral cast or easy-to-clean surfaces in the bathroom. This turns cleaning into a challenging task: a standard sanitary detergent may harm the enamel bathtub – an ordinary glass cleaner can affect the sealing of the shower partition. Customers are often overtaxed in regard of cleaning and care and are rarely willing to scrutinise the small print on a cleaning product. However, the sanitary dealer will be the first to approach in case the cleaning has gone wrong or the sanitary equipment has been damaged due to carelessness.

We offer a comprehensive assortment which takes into account the requirements and needs of the customers. As an ideal addition to your main product range it will not only help you to ensure your sales volume but even increase it. We turn your employees into experts for sanitary surfaces and inform your customers at the point of sale about the various options for high-quality repair and care. Your expertise and sound customer sales advice are key to customer satisfaction and thus provide for long term success through high additional margins with a corresponding product offer.

- › Reasonable expansion to your expertise
- › One-stop shop for all needs around sanitary surfaces
- › Customised marketing concept
- › Extensive possibilities for sales activities
- › Lucrative cross-selling strategy

MADE IN GERMANY



INNOVATIVE PRODUCT SOLUTIONS

USER-FRIENDLY AND UNIQUE



Our production line for sanitary surfaces offers your customers an adequate solution for all areas: be it cleaning, care, maintenance or repair. With all our products we attach high importance to material-specific usage, an easy, yet, safe application and a perfect outcome. The particular characteristics and unique selling qualities of our products are multiple TÜV certified and meet our high standards to significantly lengthen the lifetime of your bathroom.

LONGER ENJOY YOUR BATHROOM

Our special cleaners for the correct
cleaning & care of sanitary surfaces

BEAUTY IS NOT FLEETING

Proper cleaning and care of the bathroom can be quite challenging. Occasionally it is difficult to keep track of how to clean a bathtub made of enamel, an acrylic shower tray or a wash basin made of mineral cast – even for professionals. Commercial detergents only reveal in the small print the damage that may occur when applied on various sanitary surfaces. There is no gentle yet thorough "all purpose cleaner" on the market. Update your customers on how to correctly clean and maintain their high-quality bathroom equipment today. The Cramer cleaning and care product series, sold and recommended by sanitary professionals – a service the customers will certainly appreciate!



CLEANING & CARE

GENTLE YET THOROUGH



Order No.	Description	Packing Unit	Page
CRA 30100 EN	Enamel/Ceramic	5 pcs each box	17
CRA 30150 EN	Chrome-Polish	5 pcs each box	18
CRA 30200 EN	Acrylic/Mineral Cast	5 pcs each box	19
CRA 30451 EN	Tap-Cleaner	4 pcs each box	21
CRA 30211 EN	Acrylic-Cleaner	4 pcs each box	22
CRA 30401 EN	Shower-Glass-Cleaner	4 pcs each box	25
CRA 30261 EN	Mineral-Cast-Cleaner	4 pcs each box	24
CRA 30471 EN	Mould-Remover	4 pcs each box	25
CRA 30303 EN	Bath-Rubber	10 pcs each box	26
CRA 30410 EN	Mirror-Foam	6 pcs each box	27
CRA 30480 EN	Whirlpool System-Cleaner	4 pcs each box	28
CRA 40303 EN	Bath-Care-Cloth	10 pcs each box	29
CRA 30830 EN	Bath-Care-Kit	6 pcs each box	31

HIGHLIGHTS FOR THE BATHROOM

Your customers have spent a lot of money on their bathroom and therefore would like to keep the ceramic and enamel surfaces shiny and brilliant as long as possible. A good intention but pitfalls are everywhere. Who informs the customer how to clean which surfaces the right way? Commercial detergents often affect bathtubs and wash basins: the surfaces become dull and the glaze is damaged. Better recommend our Enamel/Ceramic Intensive Cleaner to your customers. A compound uniquely developed for ceramic and enamel surfaces and their professional cleaning and care. The paste is acid-free and the included polishing compounds ensure a sustainable and gentle cleaning. Your customer will certainly appreciate your professional advice - and his bathroom will shine like a star!



ENAMEL/CERAMIC CORRECT CLEANING & CARE

PRODUCT INFORMATION:



ORDER NUMBER	CRA 30100 EN
DESCRIPTION	Enamel/Ceramic Intensive Cleaner
APPLICATION	Cleaning and care of sanitary surfaces Ideal for the intensive cleaning, spring cleaning and move
SURFACES	Ceramic, enamelled steel and enamelled cast iron, porcelain
CUSTOMER'S BENEFIT	Gently cleans the surfaces Acid-free and gentle on the skin Dirt-repellent due to beading/lotus effect Concentrated cleaning compound Pleasant scent, eco-friendly TÜV certified quality
HOW TO USE	Apply the amount of an hazel nut on a damp cloth or sponge and rinse off with warm water
ADVICE	In case of stubborn stains apply Enamel/Ceramic cleaning paste on a wine cork and gently rub off with pressure
STORAGE	At +5° to 30°C
CONTENTS	According to price list



CHROME-POLISH

ALL CHROME THAT SHINES!

Commercial detergents for fittings contain potent acids to effectively remove limescale. In doing so the fittings get cleaned, yet, there is a risk of also affecting the surrounding enamel surfaces of the bathtub or the shower tray in an unfavourable way. The Cramer Chrome Polish removes heavy stains and traces of oxidation leaving shiny fittings. With its enamel-friendly formulation it is also non-hazardous to the surrounding surfaces in the bathroom and leaves them sparkling as well.



PRODUCT INFORMATION:



ORDER NUMBER	CRA 30150 EN
DESCRIPTION	Chrome-Polish
APPLICATION	Polish for heavily stained and corroded surfaces
SURFACES	Glossy and matt chrome surfaces
CUSTOMER'S BENEFIT	Thoroughly but gently cleans the surface Acid-free and enamel-friendly formulation Concentrated cleaning compound Gentle on the skin, pleasant scent, eco-friendly
HOW TO USE	Cleaning: Apply a hazelnut-sized amount of paste on a damp sponge and rub well on wet surface, rinse off with warm water and rub dry. Polishing: Polish the cleaned surface with Chrome-Polish applied on a damp cotton cloth, rinse off and rub dry. Please note: Check first for compatibility on a small inconspicuous spot!
STORAGE	At +5° to 30°C
CONTENTS	According to price list

ACRYLIC/MINERAL CAST

FACELIFT FOR THE BATHROOM

High-quality acrylic and mineral cast bathtubs and appliances require special care. Improper or even abrasive detergents affect the brilliance and shine of acrylic and mineral cast — the surfaces become dull and matt. Using a combination of special surfactants and polishing agents, our Acrylic/Mineral Cast Cleaner removes ugly discolourations, stains and limescale and polishes the surface at the same time. Just recommend the Cramer Acrylic/Mineral Intensive Cleaner to your customers, if they want to "Spring Clean" their bathroom.



PRODUCT INFORMATION:



ORDER NUMBER	CRA 30200 EN
DESCRIPTION	Acrylic/Mineral Cast Intensive Cleaner
APPLICATION	Cleaning and polishing compound to gently remove limescale, discolourations, dirt deposits and minor scratches. Ideal for intensive cleaning, spring cleaning and move
SURFACES	Acrylic, mineral cast (polyester gelcoat)
CUSTOMER'S BENEFIT	Gently cleans and polishes the surfaces No need for additional polish for removing minor scratches Concentrated cleaning compound Gentle on the skin, pleasant scent, eco-friendly
HOW TO USE	Cleaning: Rub a hazelnut-sized amount of paste with a damp sponge on the wet surface, rinse with warm water, rub dry. Polishing: Polish the cleaned surface to a high gloss with the Intensive Cleaner and a soft, wet cotton cloth until the desired shine is achieved. Time required for a palm-sized surface is approx. 3-5 minutes.
STORAGE	At +5° to 30°C
CONTENTS	According to price list

BE ON THE SAFE SIDE

In the bathroom you want everything to shine, but the common sanitary cleaners often affect taps and fittings. Indeed, the taps are thoroughly clean afterwards, but there is always a risk of having damaged the gasket and components (e.g. valves and cartridges). Often aggressive cleaners are the reason for complaints. Therefore we recommend our Tap-Cleaner for the correct cleaning and care. Limescale and deposits will be removed gently without harming the surrounding ceramic and enamel surfaces. Thus preserving the value of the sanitary objects for a long time.

TAP-CLEANER
CORRECT CLEANING & CARE

PRODUCT INFORMATION:



ORDER NUMBER	CRA 30450 EN
DESCRIPTION	Tap-Cleaner
APPLICATION	For daily cleaning and care of taps and whirlpool jets
SURFACES	Chrome, stainless steel, brass, gold glossy/mat chromed, satined and gold plated surfaces
CUSTOMER'S BENEFIT	For brilliant metal surfaces Protects valves and internal components Dirt-repellent due to beading effect, antistatic effect Enamel- and eco-friendly TÜV certified quality – recommended by Hansgrohe
HOW TO USE	Spray cleaner onto the tap, allow to work briefly and then rinse with warm water and rub dry
STORAGE	Limited suitability for nickel-plated fittings, first check for compatibility in an inconspicuous spot! At +5° to 30°C
CONTENTS	Spray cleaner 750 ml



ACRYLIC-CLEANER

FOR BRILLIANT MOMENTS

Acrylic shower trays and bathtubs are rapidly growing in popularity. They feel warm and smooth – but their surfaces are also very sensitive. Keeping the brilliance and gloss of an acrylic bathtub requires a specifically gentle care. The Cramer Acrylic-Cleaner has been developed exactly for these delicate and glossy surfaces. Without difficulties the cleaner removes limescale, soap and dirt deposits and through its beading effect provides lasting protection if applied on a regular basis. With our Acrylic-Cleaner all acrylic surfaces will keep their original brilliance and shine.



SHOWER-GLASS-CLEANER

KEEP A CLEAR VIEW

By now glass shower cubicles belong into every modern bathroom. Unfortunately wrong cleaners can quickly leave the glass partition dull and mat. Especially in the very case of easy-to-clean coatings the appropriate cleaning and care of the material is vital. Our Cramer Shower-Glass-Cleaner is suitable for all glass qualities. The cleaner gently but thoroughly removes limescale and even stubborn dirt without harming the useful coating. The dirt-repellent beading effect additionally lessens the renewed deposit of dirt and provides an enduring „clear vision“ out of either coated or uncoated shower cubicles.



PRODUCT INFORMATION:



ORDER NUMBER	CRA 30210 EN
DESCRIPTION	Acrylic-Cleaner
APPLICATION	For daily cleaning and care of sanitary surfaces
SURFACES	For all acrylic surfaces in kitchen and bathroom as well as for fittings and jets made of chrome and stainless steel
CUSTOMER'S BENEFIT	Preserves brilliant acrylic surfaces Dirt-repellent due to beading effect, antistatic effect Eco-friendly, pleasant scent
HOW TO USE	Apply cleaner on a moist and soft sponge or apply directly on the surface, rub well and allow to work briefly, then rinse with warm water and rub dry.
ADVICE	Do not spray on hot surfaces! Storage at +5° to 30°C
CONTENTS	Spray cleaner 750 ml

PRODUCT INFORMATION:



ORDER NUMBER	CRA 30400 EN
DESCRIPTION	Shower-Glass-Cleaner
APPLICATION	For daily cleaning and care of sanitary surfaces
SURFACES	For all coated and uncoated glass surfaces, aluminium, stainless steel and acrylic
CUSTOMER'S BENEFIT	Protects easy-to-clean coatings Dirt-repellent due to beading effect Also suitable for toughened safety glass Eco-friendly, pleasant scent
HOW TO USE	After showering spray cleaner onto the shower cubicle, allow to work briefly, then rinse with warm water and rub dry
STORAGE	At +5° to 30°C
CONTENTS	Spray cleaner 750 ml

MINERAL-CAST-CLEANER

AS IF BY MAGIC

Using mineral cast in the production of sanitary objects allows for new shapes and designs. In wash-basins these new shapes frequently display large horizontal surfaces with only little slope. Here it is important that the cleaned surface preferably discharges every last drop to enable the water to drain properly without leaving limescale deposits. Like in the car wash where the water drops are removed from the paint during drying as if by magic. A comparable effect is achieved with the Mineral-Cast Cleaner. This special cleaner gently removes lime-scale, soap and dirt deposits and gives the sanitary object permanent protection if applied on a regular basis. The water rolls off and the surface is maintained scratch-free and with lasting effect.



MOULD-REMOVER

GET RID OF THE MOULD

Mould in the kitchen and bathroom? Get rid of it, quickly and sustainably! The Cramer Mould-Remover removes powerfully and effectively all types of mould, mildew stains and bacteria. It can be used on all washable surfaces such as ceramic tiles, joints, masonry, ceilings, wood, glass and plastic. It has a bleaching and disinfecting effect, while at the same time protecting the surface to be treated. That's the way it should be.



	PRODUCT INFORMATION:	
	ORDER NUMBER	CRA 30260 EN
	DESCRIPTION	Mineral-Cast-Cleaner
	APPLICATION	For daily cleaning and care of composite materials consisting of natural minerals and polyester or acrylic resins.
	SURFACES	Glossy or mat mineral cast surfaces, mineral materials (solid surfaces) and polyester surfaces
	CUSTOMER'S BENEFIT	Thorough and gentle cleaning Dirt-repellent due to beading effect Preserves brilliant surfaces Eco-friendly, pleasant scent
	HOW TO USE	Apply cleaner on a moist and soft sponge or apply directly on the surface, rub well and allow to work briefly, then rinse with warm water and rub dry.
	ADVICE	Do not use on limestone surfaces (marble). Storage at +5° to 30°C
CONTENTS		Spray cleaner 750 ml

	PRODUCT INFORMATION:	
	ORDER NUMBER	CRA 30471 EN
	DESCRIPTION	Mould-Remover
	APPLICATION	Against mould, mildew stains and bacteria in kitchens and bathrooms
	SURFACES	Washable surfaces such as tiles, joints, masonry, wood or glass
	CUSTOMER'S BENEFIT	Safely removes mould, mildew stains and bacteria Immediate effect with active chlorine Has a bleaching effect (brightening)
	HOW TO USE	Spray the product at a distance of 5-10 cm generously over the entire surface. Leave on for at least 15 minutes and then rinse with plenty of water. For silicone joints with black discolourations repeat application if necessary. However, joints with strong discolourations are frequently leaky and it is recommended to replace them.
	ADVICE	Product-related intense smell of chlorine, ensure good ventilation during application. Product has a bleaching effect; protect skin, clothing and surrounding from splashes. Do not spray on metals, textiles and plants. Discolouration may occur on tiles with damaged glaze. Storage at +5° to 30°C, minimum shelf life 2 years
CONTENTS		Spray bottle 750 ml

BATH-RUBBER

SIMPLY RUB IT OUT

Just a small carelessness when mounting the new shower cubicle and you will leave grey metal marks in the new shower tray. If you have ever tried to remove these visible traces of your work you will know how sensitive enamelled bathtubs and shower trays or tiles can react to abrasive cleaners. The Cramer Bath-Rubber truly removes all surface residues from these rather sensitive bathroom surfaces without leaving any scratches – promised!



PRODUCT INFORMATION:



ORDER NUMBER	30301 / loose 30303 / Skinpack
DESCRIPTION	Bath-Rubber
APPLICATION	Removes grey metal marks, rust, stubborn stains, limescale as well as residual glue.
SURFACES	Ceramic, enamel
CUSTOMER'S BENEFIT	Intensive cleaning without scratching the surface Simple to use
HOW TO USE	Can be used dry or with water Cleaning performance will be increased by adding water
ADVICE	Only suitable for ceramic, enamel and comparable surfaces Storage at +5° to 30°C.
CONTENTS	Bath-Rubber 80x24x20 mm

MIRROR-FOAM

MIRROR, MIRROR...

A mirror only serves its purpose when it is clean. Unfortunately exactly that's the problem, because many manufacturers exclude the use of glass cleaners in the care instructions of their mirrors. The reason is corrosion at the edge of the mirror. That happens when the liquid cleaner runs down the surface and then affects the silver coating from behind. This can be avoided with the Cramer Mirror-Foam. The potent foam is solid and therefore does not run down the surface and it is simple to use. In addition, the formula is "mirror-friendly", in case something should go wrong. The Cramer Mirror-Foam – that your mirror remains the fairest one of all!



PRODUCT INFORMATION:



ORDER NUMBER	CRA 30410 EN
DESCRIPTION	Mirror-Foam
APPLICATION	Cleaning and care for all mirror and glass surfaces
SURFACES	Mirror surfaces (silver- or chrome coated), uncoated glass, toughened safety glass. Versatile use also on other surfaces (e.g. upholstery, synthetic material, metal)
CUSTOMER'S BENEFIT	Potent foam with high cleaning power Simple application, solid foam Material-friendly composition Pleasant scent For a brilliant shine free of streaks
HOW TO USE	Spray cleaner on surface, apply evenly, wipe with a damp cloth and rub dry. With new surfaces first test for compatibility!
STORAGE	At +5° to 30°C, minimum durability 10 years
CONTENTS	Aerosol-Spray-Cleaner 400 ml

WHIRLPOOL SYSTEM CLEANER



PLEASURE WITHOUT REGRETS

A whirlpool stands for a maximum lifestyle in the bathroom. There is hardly any place where it is easier to relax than in the hot tub with swirling massage jets. The reliable cleaning and maintenance of a whirlpool is particularly important, as bacteria, fungi and germs can quickly form in the warm pool. Our Whirlpool System Cleaner removes dirt deposits, soap residues, prevents algae formation and the emergence of dangerous bacteria such as Legionella. At the same time it gently treats the surface!



PRODUCT INFORMATION:

ORDER NUMBER	CRA 30480 EN
DESCRIPTION	Whirlpool System Cleaner
APPLICATION	Cleaning and disinfection of whirlpool systems
SURFACES	Whirlpools made of enamel, acrylic, mineral cast and solid surface
CUSTOMER'S BENEFIT	Safely removes deposits, soap residues and odours Cleans and disinfects Effective against bacteria (Legionella) and health-threatening germs Prevents the formation of algae Also suitable for internal cleaning systems Cleaning concentrate, sufficient for 10 applications
HOW TO USE	Fill the whirlpool with water, add concentrate, switch on the system for 3 min. Then allow to act for 20 minutes. Run again for 3 minutes. Finally drain the water and rinse the tub with clear water
ADVICE	At + 5° to 30° C, minimum shelf life 3 years
CONTENTS	Bottle 1000 ml

BATH-CARE-CLOTH



WONDER CLOTH

More and more people today prefer gentle household cleaning methods. At the same time, the demands of customers have increased, especially in the sanitary sector. The baths should be one hundred percent clean, but the precious, expensive surfaces should not be scratched or damaged. The solution is literally obvious: in the form of the Cramer Care Cloth. In combination with our highly effective Cramer Liquid Cleaners, which are adapted to the respective sanitary surfaces, the best results can be achieved. This has not only been proven in numerous tests - the sanitary expert now also likes to use our Bath-Care-Cloth.



PRODUCT INFORMATION:

ORDER NUMBER	CRA 40303 EN
DESCRIPTION	Bath-Care-Cloth
APPLICATION	Cleaning and care of sanitary surfaces
SURFACES	Ceramic, enamel, acrylic, mineral cast, solid surface, chrome, stainless steel, mirror and real glass
CUSTOMER'S BENEFIT	Gentle and thorough cleaning Scratch-free on sanitary surfaces High absorption capacity for dirt and residues Very good water absorption Practical size, washable at 60 °C Ideal in combination with Cramer Liquid Cleaners
HOW TO USE	Wash out care cloth before first use, always use cloth moist. Wash out any dirt particles regularly. Do not exert high pressure during application, first check for compatibility on new surfaces.
STORAGE	Do not use on hot surfaces! Use detergent and laundry net for washing.
CONTENTS	Care cloth 40x40 cm

"ALL PURPOSE" OR SPECIFIC CLEANER?

The trade offers a wide selection of good cleaners. Therefore, it is not our ambition to develop specific cleaners for all applications in the bathroom. "All purpose-" or toilet-cleaners: the existing variety already meets many requirements. Our focus is different: the Cramer special cleaners can be used where the conventional household and bath cleaners fail or where there is the danger of them harming the sanitary surfaces. Our products are developed for the explicit use by end consumers. Consequently they also differ from the industrial power cleaners, used by the professionals which, however, can be harmful because of their aggressive chemical composition. We produce special cleaners you will not get in the supermarket but which at the same time provide ideal and material-friendly hygienic solutions – and they even come as Bath-Handover-Kit for a new bathroom.

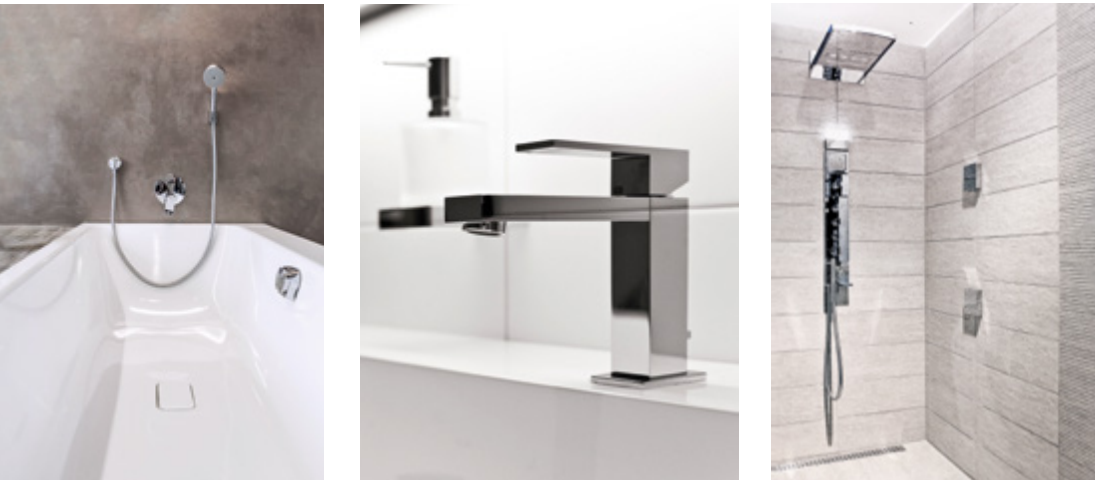


BATH-HANDOVER-KIT
CORRECT CLEANING & CARE

PRODUCT INFORMATION:



ORDER NUMBER	FSCRA 30830
DESCRIPTION	Folding box "Bath-Handover-Kit"
APPLICATION	Use the special moment of handing over the bathroom for a special present. Your customers will be delighted if you show them the right way for perfect cleaning & care and provide the right care products for the new bathroom. That's more than just a few flowers. The customer will appreciate this special service, purchase subsequently the new care products from you - and recommend your company to others.
CUSTOMER'S BENEFIT	Starter-Kit — for the right cleaning and care, adapted to the new bathroom
CONTENTS	Empty box, tag with contents, business card pocket



REPAIRING INSTEAD OF EXCHANGING

Our product range for the removal of
minor damage in your bathroom

DAMAGED BATHROOM EQUIPMENT – WHAT NOW?

You have all seen it happening: the tool drops into the new bathtub while working or the perfume bottle slips out of the wet fingers. Very annoying when the bathroom equipment has been harmed in this case. However, such damage can be removed simply and professionally. Precondition for a perfect repair is the quality of the material. For a durable restoration the use of high quality repair components is crucial. Inferior material will not protect the damaged area when exposed to water and the repair frequently will be visible in the end. With our products it is easy to professionally restore such damage to be virtually invisible.

PERFECT REPAIRS

SIMPLE AND DURABLE



Order No.	Description	Packing Unit	Page
CRA 15xxx EN	Touch-up Stick 12 ml*	10 pcs each box	36
CRA 15xxx EN	Radiator Touch-up Stick 12 ml*	10 pcs each box	37
CRA 16xxx EN	Repair-Kit*	6 pcs each box	39
CRA 17xxx EN	Repair-Spray 50 ml*	6 pcs each box	40
CRA 19xxx EN	Ceramic-Enamel-Spray 400 ml*	6 pcs each box	41
CRA 19xxx EN	Premium Radiator-Paint 400 ml*	6 pcs each box	43

* available in various colours, see page 45!

TOUCH-UP STICK

SAY GOODBYE TO SMALL BLEMISHES

A tiny blemish in your wash basin or an ugly scratch in a tile are very annoying and always stick out like that one grey hair on your head. With our Touch-up Stick such damage can easily be removed. The Stick is especially suitable for ceramic, enamel, acrylic, metal and powder-coated or painted surfaces. Your customers will no longer grow grey hair because of these blemishes.



RADIATOR-TOUCH-UP STICK

QUICKLY REMOVES SCRATCHES

Nowadays bathroom radiators are not only heat sources anymore, often they are also significant design elements. As such they should be flawless. Unfortunately already a quick inattention can be the cause of small blemishes which are very annoying in a new radiator. With the Radiator-Touch-up Stick you can easily and inexpensively eliminate these unsightly damage and the traces of your work and leave a perfect impression.



PRODUCT INFORMATION:



ORDER NUMBER	CRA 15xxx EN*
DESCRIPTION	Touch-up Stick
APPLICATION	For mending minor damage, scratches and blemishes in kitchen and bathroom Also suitable for replacing missing glazes at the edges of tiles
SURFACES	Ceramic, enamel, acrylic, metal, powder-coated and painted surfaces
CUSTOMER'S BENEFIT	Quick and easy application with paint-brush Application of multiple layers possible Various colours accurately matched to the original sanitary colours TÜV certified quality
HOW TO USE	Prepare surface, shake stick and paint
ADVICE	Keep stick upright when opening. Do not use on cooking utensils. Heat-resistant up to 60°C Storage at +5° to 30°C, minimum durability 5 years
CONTENTS	Performance coating (12 ml) in sanitary colour, including paint-brush

* available in various colours, see page 45.

PRODUCT INFORMATION:



ORDER NUMBER	CRA 15011 EN / white RAL 9016 CRA 15020 EN / white RAL 9010
DESCRIPTION	Radiator-Touch-up Stick
APPLICATION	For the repair of minor damage, scratches and blemishes
SURFACES	Metal, enamel, powder-coated and painted surfaces
CUSTOMER'S BENEFIT	Quick and easy application with paint-brush Protects the surface against corrosion and rust Colour matched repair
HOW TO USE	Prepare surface, shake stick, paint
ADVICE	Keep stick upright when opening. Heat-resistant up to 90°C Storage at +5° to 30°C, minimum durability 5 years
CONTENTS	Performance coating (12 ml) in RAL colour, including paint-brush

PROFESSIONALLY REMOVING MINOR DAMAGE IN THE BATHROOM

We have all seen it happen: the new bathtub got damaged during the installation. This is not only very annoying for the client, but first and foremost this can be very expensive and time-consuming for the professional. Yet, such damage can be repaired quickly and easily by oneself with the appropriate high-quality material. Repairs with inferior material do not protect the damaged area properly when exposed to water and thus can lead to rust stains and leaks. With the help of our Repair-Kit you can simply and permanently remove such unsightly damage. Everyone can do this themselves with only little effort and without having to exchange an already expensive bathtub.



REPAIR-KIT PERFECT REPAIRS

PRODUCT INFORMATION:



ORDER NUMBER	CRA 16xxx EN*
DESCRIPTION	Repair-Kit
APPLICATION	For the professional repair of minor damage and chipping in kitchen and bathroom
SURFACES	Ceramic, enamelled steel and enamelled cast iron, acrylic
CUSTOMER'S BENEFIT	Simple handling with perfect results Various colours accurately matched to the original sanitary colours Complete pack saves money and resources TÜV certified quality
HOW TO USE	Prepare surface, smooth, sand, spray
ADVICE	For approximately 7 average repairs. Do not use for hairline cracks. The substrate has to be coatable. For cleaning the repaired area only use mild cleaners (e.g. Cramer liquid cleaner) or soap.
STORAGE	At +5° to 30°C, minimum durability 2 years
CONTENTS	Two-component filler 30 g and hardener 8 g, aerosol 50 ml in sanitary colour, spatula, sandpaper (brown for enamel, grey for acrylic)

* available in various colours, see page 45.



1. Damaged Area
2. Apply filling compound
3. Sand the repaired area
4. Spray... finished!

REPAIR-SPRAY



PERFORMANCE COATING FOR THE BATHROOM

With the Cramer Repair-Spray you can quickly and inexpensively rework minor damage in kitchen or bathroom. This spray is especially well-suited for repairing blemishes in bathtubs, wash basins, shower trays or sinks. It can also be used for washing machines, refrigerators or other coat-able appliances around the home.



PRODUCT INFORMATION:

ORDER NUMBER	CRA 17xxx EN*
DESCRIPTION	Repair-Spray
APPLICATION	For repairing minor damage, scratches and blemishes
SURFACES	Enamel, ceramic, acrylic, metal, powder-coated and painted surfaces
CUSTOMER'S BENEFIT	Spraying instead of painting for an even coating Cost-effective repair Original sanitary colours Supplement spray for the Repair-Kit TÜV certified quality
HOW TO USE	Prepare surface, sand and spray
ADVICE	For chip or impact damage we recommend to use our Repair-Kit. Do not use concentrated or abrasive cleaners on the repaired areas. No acrylic polish containing alcohol, nor disinfectant agents or organic solvents should be used either. Do not use on cooking utensils. Heat-resistant up to 60°C. Storage at +5° to 30°C, minimum durability 3 years.
CONTENTS	Aerosol-Repair-Paint 50 ml in sanitary colour

* available in various colours, see page 45.

CERAMIC-ENAMEL-SPRAY



BEAUTIFY AND REVIVE YOUR BATHROOM

The Ceramic-Enamel-Spray is a durable and splash-proofed one-component paint which meets industry standards. The Spray is ideally suited for painting and refurbishing of enamelled or powder-coated surfaces in the kitchen and the bathroom. At only the push of a button panellings, accessories or even old furniture will look like new again.



PRODUCT INFORMATION:

ORDER NUMBER	CRA 19xxx EN*
DESCRIPTION	Ceramic-Enamel-Spray
APPLICATION	For extensive corrections and improvement of bath panels, washing machines, refrigerators, paintable furniture and bathroom accessories
SURFACES	Metal, enamel, powder-coated and lacquered surfaces
CUSTOMER'S BENEFIT	Durable and splash-proofed paint Pivotable flat-jet spray head – low overspray Smooth and even colour application Spray lock avoids accidental spraying (child-proof lock) No additional tools necessary – no cleaning of paint-brush
HOW TO USE	Prepare surface and spray
ADVICE	This product is splash-proofed only. Do not use on the inside of bathtubs, shower trays or on floor tiles. Do not use on cookware. Heat-resistant up to 60°C. Covers approx. 1,5 m². Storage at +5° to 30°C, minimum durability 10 years.
CONTENTS	Aerosol performance coating 400 ml

* available in various colours, see page 45.

PAINTING WITH ONLY THE PUSH OF A BUTTON:
GIVE YOUR RADIATOR A NEW LOOK

Our Premium Radiator-Spray is an extremely durable, non-yellowing and quick-drying one-component paint which meets industry standards. It is especially well suited for refurbishing and touching-up enamelled, varnished and powder-coated radiators or water heaters. You can easily give your bathroom or kitchen a new colour boost by repainting the radiator and restoring its former shine.



PREMIUM RADIATOR-SPRAY
PERFECT REPAIRS



PRODUCT INFORMATION:

ORDER NUMBER	CRA 19011 EN / white RAL 9016
DESCRIPTION	Premium Radiator-Spray
APPLICATION	To refurbish radiators and water heaters
SURFACES	Enamelled, painted and powder-coated surfaces
CUSTOMER'S BENEFIT	Saves time due to high covering-power and quick drying Pivotable flat-jet spray head – low overspray Provides even coating with only very little spray Colour matched paint Spray lock avoids accidental spraying (child-proof lock) No need for other tools, no cleaning of paint-brush Splash-proofed (bathroom)
HOW TO USE	Prepare surface and spray
ADVICE	Do not apply on hot radiators or on newly painted (and still wet) synthetic resins. Sufficient for approx. 1,5-2 m²
STORAGE	At +5° to 30°C, minimum durability 10 years
CONTENTS	Aerosol performance coating 400 ml



SSC - STANDARD SANITARY COLOURS

Currently there are no international standards for sanitary colours as for example Pantone in the design and printing sector or the RAL colours which set the standard in many industries. Therefore we use the original templates of the leading sanitary manufacturers for adjusting the colours of our paint. First of all these templates are visually evaluated and calibrated in order to achieve the best possible match only after that a new colour formula will be generated. This so called SSC norm ensures, that just one clearly defined hue is used for various sanitary objects and thus warrants a colour matching repair. Of course, this colour matching repair has been tested and certified by the German TÜV. This practice is one many integral standards of our company.

AVAILABLE COLOURS

Touch-up Stick	Radiator Touch-up	Repair-Kit/Spray	Ceramic-Enamel-Spray	Premium Radiator-Paint	Colour	SSC code
			●		Brilliant white	001
●		●			Pure white	002
●		●			Star white	005
●		●			Edelweiss matt	010
	●			●	RAL 9016 white	011
	●				RAL 9010 white	020
●		●			European white / alpine white	080
●		●			Pergamon	200
		●			Indian ivory	210
●		●			Jasmin matt	222
●		●	●		Bahama beige	250
		●			Curry	480
		●			Whisper pink	500
		●			Creta	621
		●			Bermuda blue	650
		●			Ägäis / Aguamar	710
●		●			Moosgrün	740
●		●			Manhattan	850
●					Black	890
				●	Sanitary silver	910

Printed colours may differ from the actual colours.

PERFECT DOWN TO THE LAST DETAIL

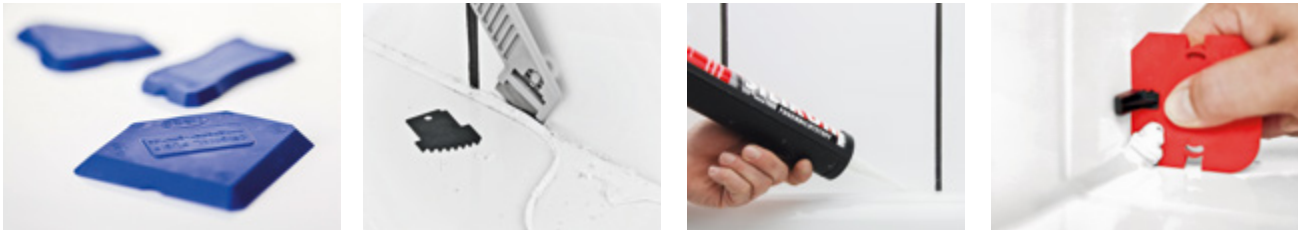
Our tools for flawless joints –
without separating agent

SMALL CAUSE – BIG EFFECT!

Designer and bathroom planners are no longer only creating simple bathrooms - the result of their work are stylish oases of well-being. However, the pleasure in such an oasis at home can easily be diminished by ugly or moulding joints. Therefore, especially in this area tools with a "guarantee of success" are very helpful. With the Cramer profiling tools everybody - whether professional or do-it-yourselfer - can joint simply and professionally. The results are accurate and durable joints for your bathroom to leave a lasting impression - down to the last detail.

PROFILING TOOLS

PERFECT DOWN TO THE LAST DETAIL



Order No.	Description	Packing Unit	Page
CRA 40420	Rotating Silicone Nozzle	8 pcs each box	50
CRA 40401 EN	Profiling-Kit 3	10 pcs each box	51
CRA 40407 EN	Profiling-Kit 7 Professional	10 pcs each box	53

ROTATING SILICONE NOZZLE

THINK AROUND THE CORNER

Technically, it's not a secret science. With a little practice, anyone can draw a straight silicone joint in the bathroom. If it weren't for the hard-to-reach corners and edges – behind or under the WCs and washbasins, narrow spots on water pipes or radiators. A conventional cartridge nozzle can quickly reach its limits at angled joints. The 360° nozzle was developed precisely for this purpose. It is easy to turn in any direction and thus creates the possibility to apply sealing compounds cleanly and evenly at the seemingly most impossible places.



PRODUCT INFORMATION:



ORDER NUMBER	CRA 40420
DESCRIPTION	Rotating Silicone Nozzle, set of 4
APPLICATION	Processing of sealing compounds, even in hard-to-reach areas
SURFACES	All smooth, rough or corrugated surfaces
CUSTOMER'S BENEFIT	360° continuously rotatable cartridge nozzle Easy sealing of hard-to-reach corners and edges Enables even and clean silicone joints Variable handling, supports ergonomic working The screw cap delays the drying out of the sealing compound in the cartridge Nozzle tip with 45° cutting marks, easy adjustment of the application quantity For all common plastic cartridges with coarse thread
HOW TO USE	Unscrew nozzle, define application quantity, adjust angle and apply sealant. Close the nozzle after use.
CONTENTS	4 silicone nozzles with screw caps

PROFILING KIT 3

DOWN THE LINE

Even a small silicone joint can decide on an attractive bathroom: either by being ugly or by showing traces of mildew or mould after some time. Our Profiling Toolkit presents the professional solution for all different kinds of joints. Added to that, this unique toolkit enables you to render perfect joints without the use of soapy water. Consequently the formation of mould is made nearly impossible. Stylish bathtubs, elegant wash basins and quality-tiles deserve a high-class surrounding – present it to your customers!



PRODUCT INFORMATION:



ORDER NUMBER	CRA 40401 EN
DESCRIPTION	Profiling-Kit 3
APPLICATION	For renewing joints in kitchen and bathroom
SURFACES	All smooth, rough or corrugated surfaces
CUSTOMER'S BENEFIT	Optimum adhesion prevents mould from forming underneath Time saving as no masking needed Simple grouting in small sections Blemishes can easily be repaired Multiple usage due to 16 different profile variations Suited for all sealing compounds/caulking material
HOW TO USE	Apply sealing compound, select form of required profile and pull
ADVICE	Cleaning: remove remaining sealing compound with a household paper
CONTENTS	3 profiling tools with a total of 16 different profiles

ROUTING WITH GUIDES

With the Profiling Kit Professional all standard sealants can be processed more easily. Cleverly attached guides help bridging intersections and prevent any subsidence when working these intersections. With this tool even complex and challenging jointing works become a child's play. Here the unique technique of grouting without a separating agent also takes effect, thus notably minimising the danger of mould forming underneath the joints. Additionally the Profiling Kit Professional allows for simply reworking blemishes without removing the existing joint.

PROFILING KIT PROFESSIONAL

WITH GUIDES



PRODUCT INFORMATION:

ORDER NUMBER	CRA 40407 EN
DESCRIPTION	Profiling-Kit 7 Professional
APPLICATION	For renewing joints in kitchen and bathroom
SURFACES	All smooth, rough or corrugated surfaces
CUSTOMER'S BENEFIT	Tool set for removal and renewing of joints Optimum adhesion against bacteria and fungi Saves time as no masking is required Guides to bridge intersections easily Simple grouting in small sections Blemishes can be easily repaired Multiple usage due to 16 different profile shapes Suitable for all sealing compounds/caulking material
HOW TO USE	Remove old grouts with caulking knife. Apply sealing compound (silicone), select profile shape, slightly press the profiling tool and pull.
ADVICE	Wear protective mask when removing mouldy joints. Do not use caulking knife on acrylic or synthetic surfaces. Cleaning: Remove remaining sealing compound with household paper.
CONTENTS	5 Profiling tools with 16 shape variants, 2 guides, 1 caulking knife with saw and two scrape blades



FURTHER INFORMATION

THE COMPANY

CRAMER GMBH

- › Customer-orientated
- › Proficient and experienced
- › Innovative
- › Responsible
- › Made in Germany since 1972

Cramer GmbH is a German mid-sized family owned and run enterprise. Since 1972 we have manufactured repair and care products for kitchen and bath. What once started with a Repair-Kit for ceramic and enamel surfaces which have been developed into a highly specialised assortment of state-of-the-art care and repair products. Today we are a global player and deliver our products to customers in more than 30 countries.

Our expertise is the cleaning, care and repair of sanitary surfaces. The products are amazingly simple and safe to handle for the end user and they provide a perfect result, at every time.

For decades we have been a dependable partner for our customers. The basis for this are our qualified employees and the excellent production conditions here in Germany. As a modern enterprise it is indispensable to continuously enhance our products, processes and organisation to achieve our strategic goals. A healthy company growth may only be accomplished in a sound environment and a friendly society. We are committed to our responsibilities – by conviction and in our all interest.



OUR PASSION

QUALITY – MADE IN GERMANY

Our products feature simple and easy to understand instructions. We place high value in user-friendly and appealing packaging, easy measuring and customised packing units. All 400 ml sprays are equipped with a spray lock to avoid inadvertent spraying at the point of sale. Our cleaners do not contain heavily acidic or irritating substances. And of course all our packagings comply with legal labelling regulations.

In the manufacturing process of our repair sprays the colour matching is vital. The filler excels in easy processing and high durability. Our special cleaners are highly concentrated, effective and gentle at the same time. All these characteristics are crucial to furnish the customer with the perfect product.

The enhancement of our product range is an ongoing process. This also includes offering an eco-friendly and as such sustainable product preferably based on environmentally sound raw materials. We aim for a constantly updated assortment by continuously adapting recipes and packaging as well as actively researching new products. The constructive cooperation with customers and suppliers helps us doing so. Ongoing investments in our production facilities warrant a consistently high manufacturing quality.

- › Simple instructions
- › Packing units according to requirements
- › Save use and application
- › Perfect results
- › Permanent and innovative enhancement
- › Preference for eco-friendly raw materials
- › Continuous investment in production facilities



THE PRESENTATION

SPACE-SAVING AND EFFICIENT

A central point of sale enables the employees to answer the questions of the customers and to offer the appropriate products in an increasingly complex area of sanitary surfaces. This bundling will allow for the sale of additional articles which have not been required explicitly but which are needed all the same (cross selling). For example a Repair-Kit with the corresponding cleaner for the bathtub or a Touch-up Stick for the minor blemish in the wash basin, and on top a profiling tool to redo the unsightly silicone joints. Our attractive sales presentation serves as a place for expert customer advice as well as a means for sales growth.



The Cramer assortment provides extensive opportunities for additional placements (cross merchandising): suitable special cleaners next to the sanitary surfaces, repair products close to the sanitary equipments or profiling tools next to silicone. Take advantage of these chances for sales promotion – we are looking forward to showing you the various options.

THE CRAMER+ PACKAGE

FOR YOUR SUCCESS



 **SCAN ME** www.cramer.gmbh
With QR-codes at the point of sale we provide the opportunity to get additional information and instruction videos.

Order No.	Description
CRA 99002	Flyer Repair & Care, inclusive colour card
CRA 99004	Flyer Material Information & Cleaning Guide
CRA 99008	Expert-Matrix "How to use our products" for POS
CRA 99010	Material poster DE
CRA 99015	Table talker DE
CRA 99020	Cramer Training Video DE
CRA 99200	Cramer POS Media-Display

In line with our product range we also offer an extensive marketing package and we support you with many sales aids:

PRINT MEDIA

With our product sheets your employees will receive important product information – in a compact and intelligible way. The Cramer Expert-Matrix facilitates the selection of the correct product taking into account the respective surface. Our flyer for the end consumers offers a short overview of the products and additionally includes a colour chart of available sanitary colours.

DIGITAL MEDIA

The website is clearly arranged and with the help of short films answers all questions regarding our products and the product range. Our mobile website, easily accessible via QR-code at the point of sale, also offers different application videos and explanations via smart phones.

Furthermore we support the trade with accompanying measures such as participation in trade fairs, press releases, newsletters and advertisements – gladly in cooperation with our customers!



MORE ON THE MATERIAL OF SANITARY SURFACES

With good reason the customer would like to have robust and long-lasting materials in his bathroom which should be easy and gentle to clean. Therefore it is important to already point out during the sales conversation the different characteristics of the individual sanitary materials and to give appropriate cleaning advice. As also done when buying an expensive leather couch for the living room. Surprisingly you very rarely find this kind of advice in the sanitary field although the various materials differ significantly.

Today you can find many new materials and surfaces in the bathroom, for example acrylic, mineral cast or easy-to-clean coatings, this means that also the cleaning and care gets more demanding. A standard sanitary cleaner can harm an enamel bathtub and a conventional glass cleaner can affect the coating of your shower cubicle. The consumer is often overwhelmed with regard to cleaning and care and often not willing to read the fine print on each cleaner. Once the maintenance has gone wrong or the sanitary equipment has been damaged by carelessness the professional will be the first contact person to be approached.

Your expertise and your good advice are a crucial step for more client satisfaction and together with the appropriate product range provide for your long-term success. For your support we have compiled on the following pages the features as well as the repair and care recommendations of the most important sanitary surfaces. Please also note the obligatory care instructions of the individual manufacturers.

- › Enamel
- › Ceramic
- › Acrylic
- › Mineral cast
- › Solid Surface
- › Chrome
- › Glass
- › Natural stone
- › Easy-to-clean



ENAMEL

Enamel (from the Old French esmal, meaning melted glass) is the result of a process whereby a raw material mixture of quartz, feldspar, soda, metal oxides, borax and potash are applied, usually to steel (and less commonly to cast iron), and melted at high temperatures. The glass-like coating which results is the enamel.

Properties: Enamel is scratch-resistant, heat-resistant, very tough and easy to clean. Bacteria have no chance of flourishing on the pore-free surface. Thanks to the high heat conductivity of steel and enamel, an empty bathtub feels cool, but a full tub quickly takes on the temperature of the hot water.

Note: Modern steel enamelled bath-tubs are relatively impact-resistant, but can still be damaged if struck by falling objects. Concentrated acidic cleaners can attack the enamel layer, causing the surface to dull.

Cleaning and care: A cleaning agent not containing acid or sand, such as Cramer Enamel/Ceramic Intensive Cleaner is ideal. Metal abrasions are most easily removed with the Bath-Rubber.

Repair: Minor damage can be repaired with the Touch-up Stick from Cramer. More extensive impact damage calls for one of the Repair-Kits.



CERAMIC

Keramos is the Old Greek name for clay minerals and the products created by firing these materials. Today, sanitation ceramic is produced from clay, quartz, kaolin and feldspar and fired at high temperatures. In another firing process, the ceramic is given a thin, glass-like coating (glaze).

Properties: glazed ceramic is very tough, heat-resistant and scratch-resistant. The smooth and easy-to-maintain surface is not sensitive to conventional cleaning agents and is ideal for use in bathrooms and WCs.

Note: Hard falling objects can cause cracks and damage to the surface. Frequently used metal objects can also leave stains. These grey lines, which are very similar to cracks, can easily be removed with a special cleaner without attacking the glaze.

Cleaning and care: Conventional bathroom or vinegar-based cleaners. For gentle, yet thorough cleaning, we recommend the Enamel/Ceramic Intensive Cleaner. Metal abrasions are most easily removed with the Bath-Rubber.

Repair: Minor damage can be repaired with the Touch-up Stick from Cramer; the Repair-Kit can be used for more extensive impact damage on sink rims. Unfortunately, stress and hairline cracks cannot be repaired.



ACRYLIC

This term was derived from the Greek ákros (sharp) and hyle (matter) due to the pungent odour of acrylic acid. To create bathtubs, acrylic sheets are heated and then shaped using suction. After cooling, the back of the tub is reinforced with polyester and fibreglass cloth.

Properties: The surface is easy to clean and resistant to most cleaning chemicals. Acrylic tubs are relatively impact-resistant. The thickness of the acrylic layer and the quality of the fibreglass reinforcement determine the tub's breaking strength. As a result of their low heat conductivity, acrylic tubs feel warm.

Note: Hard falling objects can damage the surface. Cleaning agents containing sand will scratch and dull the surface. Acrylic is not resistant to concentrated decalcifiers, various solvents (e.g. acetone) and high heat.

Cleaning and care: Acrylic should only be cleaned with soap, liquid non-scouring bathroom cleaners or the Cramer Acryl/Mineral Cast Intensive Cleaner and Acrylic-Cleaner.

Repair: Fine scratches can be removed with Acryl/Mineral Cast Intensive Cleaner; minor damage can be eliminated with the Touch-up Stick or the Repair-Kit. Unfortunately, stress and hairline cracks cannot be repaired with the Repair-Kit.



MINERAL CAST

Mineral cast composite is the technical term for a material comprised of mineral fillers, such as quartz sand or rock dust, and a binding agent (polyester or epoxy resin). The material is poured into moulds and then coated with a 1-2 mm thick colour coating made of polyester resin (gelcoat) after curing.

Properties: Bathroom furnishings made of mineral cast composite have a pore-free surface and feel pleasantly warm when touched thanks to their low heat conductivity. They boast high loading strength, are relatively durable and are resistant to most common household cleaners and acetone.

Note: Pointed falling objects can damage the surface. Mineral cast composites are more susceptible to scratching than ceramics and enamel and are not resistant to temperatures continuously over 65 °C (be cautious of excessively hot water entering mineral cast appliances). Chemicals such as hair dyes can discolour mineral cast sinks.

Cleaning and care: Mineral cast composites should only be cleaned with a soft sponge/cloth and a sand-free liquid cleaner or our special Acrylic/Mineral Cast Intensive Cleaner and Mineral-Cast-Cleaner.

Repair: Fine scratches can be removed with Cramer Acrylic/Mineral Cast Intensive Cleaner. The Touch-up Stick and Repair-Kit are of limited suitability, as colour deviations can occur under certain circumstances. Different manufacturers offer their own repair solutions or factory customer service for high-value bathroom furnishings.



SOLID SURFACE

Solid surface materials include, among others, Corian® from DuPont or Hi-Macs® from LG. They are comprised of polyester or acrylic resin, natural minerals (e.g. quartz sand or aluminium hydroxide) and colour pigments. These components are mixed with a corresponding hardener and produced as moulded appliances.

Properties: A solid surface material is a solid, homogeneous material which is coloured all the way through. The smooth, pore-free and anti-slip surface is easy to clean and feels warm thanks to its low heat conductivity. Fitted basins and counter tops can be adhered seamlessly. Gap-less installation means there are no edges under which dirt can collect.

Note: High heat and pointed falling objects can damage the surface. Prolonged contact with concentrated chemicals and the use of drain cleaners should be avoided.

Cleaning and care: Semi-matt surfaces can be cleaned abrasively (scouring powder or Cramer Enamel/Ceramic Intensive Cleaner). In the case of high-gloss surfaces, only mild, non-scouring cleaning agents or special cleaners, e.g. Cramer Acrylic-Cleaner and Mineral-Cast-Cleaner, may be used.

Repair: The manufacturers of the appliances offer their own repair solutions and corresponding factory customer service.



CHROME

Chrome (from the Old Greek chrōma, meaning colour and relating to the beautiful colouration of the chromium compounds) is a silver-white metal obtained primarily from chromite ore. Metal parts are first plated in nickel in an electrolytic bath. The chrome bath which follows this step gives the parts their characteristic chrome coating.

Properties: Chrome-plated surfaces are very durable. The metal coating is non-tarnishing and protects against corrosion. Chrome surfaces are usually high gloss, simple to clean and leave an impression of high quality.

Note: Chrome is highly sensitive to certain chemicals. Cleaners containing acetic acid, hydrochloric acid, formic acid or chlorine bleach may not be used. Cleaners containing phosphoric acid may only be used under certain conditions. Scouring cleaning agents, microfibre cloths and pad sponges can also attack the chrome surface.

Cleaning and care: Chrome surfaces should only be cleaned with soap, mild bathroom cleaners or special cleaners such as the Cramer Chrome-Polish, Tap-Cleaner and the Cramer Bath-Care-Cloth.

Repair: In individual cases, a financially sensible renewal of the damaged chrome surface must be considered. Here, the old chrome layer is removed using electrolytic means and a new chrome coating is applied.



GLASS

Glass (from the Germanic glasa, meaning shiny) is the result of a process whereby a mixture of quartz sand, soda, potash, lime and other auxiliary materials is melted at high temperatures. The molten material solidifies into glass with different properties depending on the manufacturing process and the different additives used.

Properties: Glass is a very hard, durable material which is simple to clean. Glass washbasins are usually made of float or melted glass, whereas single-pane safety glass with greater impact resistance is used for shower partitions.

Note: Hard falling objects or rapid temperature changes when filling with water can lead to cracking and other damage. Single-pane safety glass is more susceptible to scratching than normal window glass, so abrasive or scouring cleaners and cleaning blades (glass planes) may not be used here.

Cleaning and care: Glass surfaces should only be cleaned with neutral cleaning agents, special glass cleaners such as the Cramer Shower-Glass-Cleaner and Mirror Foam, denatured alcohol or soap.

Repair: Broken glass cannot be repaired. With certain glass types, deeper scratches can be ground out and polished with special machines. At present, this procedure is only cost-effective for large, expensive glass surfaces, e.g. shop windows, glass façades etc.



NATURAL STONE

Natural stone in the bathroom is a piece of living geology. It is a natural material which varies considerably. Be it marble, granite, slate or any other rock - stone always only is sanded, therefore texture and colour are at all times given by nature.

Properties: Marble is considered the epitome of beauty, granite as a guarantee of hardness. Natural stones are generally considered durable and resilient, however, incorrect maintenance can have a visibly negative impact.

Note: Do not use scouring or acidic cleaners, nor heavily fat-dissolving or leaching products. The use of the wrong cleaner can cause irreversible damage especially on acid-sensitive limestone like e.g. marble. Avoid the washing of laundry as well as the dyeing of hair in natural stone objects because it may cause a permanent discolouration of the sanitary surface.

Cleaning and care: We recommend pH-neutral cleaners. In case of specific problems please follow the advice of the manufacturer.

Repair: Special putties help removing chippings. Colour matched with colour pastes and rock flour it can achieve good results. Old, scratched and mat natural stones can be worked with diamond grinding discs. This work should be carried out necessarily by a specialist.



EASY-TO-CLEAN

Easy-to-clean is a collective name for a variety of coatings which make the cleaning process considerably easier. This effect is achieved via microscopic and nanoscopic roughness, which makes coated surfaces hydrophobic (water-repellent) and oleophobic (oil-repellent).

Properties: Water droplets only contact the textured surface at a few points, bead up due to surface tension and roll directly down the drain with the dirt particles. This „beading effect“ also leads to a considerable reduction in lime deposits. High-quality easy-to-clean coatings are usually applied during the manufacturing process and are characterised by a long service life and great effectiveness when cleaned properly.

Note: Aggressive or scouring cleaning agents damage the easy-to-clean coating.

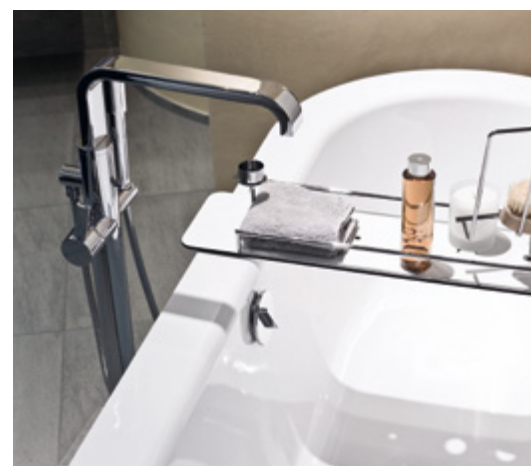
Cleaning and care: In case of heavy soiling, only mild and non-scouring cleaning agents or special cleaners, such as the Cramer Shower-Glass-Cleaner, should be used.

Repair: Different manufacturers offer re-coating services for this purpose. Unfortunately, we are unable to provide information on quality or longevity here.



THE PROFESSIONAL CLEANING, REPAIR AND CARE FOR YOUR BATH

PRESERVING THE VALUE
OF YOUR BATH EQUIPMENT
AS LONG AS POSSIBLE



With our product range we offer you exactly the solutions your customers are looking for. Trust in our long experience and benefit from the expertise of Cramer for cleaning, repairing and caring of sanitary surfaces. Should you have further questions please contact us – we are at your disposal. ORIGINAL CRAMER ...keeps your bathroom beautiful!

THE RIGHT CHOICE



CORRECT CLEANING & CARE		Touch-up Stick	Repair-Kit	Enamel/ Ceramic	Acrylic/ Mineral Cast	Chrome- Polish	Bath- Rubber	Acrylic- Cleaner	Showerglass- Cleaner	Tap- Cleaner	Mineral cast- Cleaner	Mirror Foam
	daily cleaning and care			●	●	◐		●	●	●	●	●
	intensive / spring cleaning			●	●	●	●	◐	◐	◐	◐	◐
	handover of bathroom			●	●	◐	●	●	●	●	●	◐
	deposits			●	●	●	◐	●	●	●	●	
	grey metal marks			●	●	●	●					
	dull surfaces			○	●							
	discolourations			●	●	●	◐					
SUITABLE FOR	protection due to beading effect			●		●		●	●	●	●	
	ceramic	●	●	●		◐	●		◐	◐		◐
	enamel	●	●	●		◐	●		◐	◐		◐
	acrylic	●	●		●			●	◐	◐	◐	○
	mineral cast (polyester)	○	○		●			◐	◐	◐	●	○
	solid surfaces matt	○		●				●	◐	◐	●	○
	solid surfaces glossy	○						●	◐	◐	●	○
	chrome			○		●	○	○	◐	●	○	◐
	glass								●	◐		●
	marble / limestone			●	◐	◐						
	easy-to-clean coatings								●	◐	◐	
PERFEKT REPARIEREN	dull surfaces				●							
	small scratches (on surface)				●							
	deep scratches (tangible)	◐	◐		○							
	minor damage	●	●									
	chips / impact damage	◐	●									
	damage at the bottom of a bath	○	◐									

Repair advice: The substrate must be sound; no adhesion on easy-to-clean coatings

- ideally suited
- ◐ suited
- suited with restrictions

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