

WATERSENSE® 101

Save Water and Money in Your Bath with the Best Sustainable Products

*North Olmsted, Ohio...*With so many products claiming to be green these days, it's hard to know which ones are the real deal. A great indicator for certified sustainability in the bathroom is the WaterSense® label, which is granted by the Environmental Protection Agency (EPA). By learning how (and which) products meet the criteria, you can easily incorporate the best – and most eco-friendly products into your bath.

“WaterSense-labeled products help you save water in your home and protect the environment,” said Stephanie Thornton, a representative of the WaterSense Program at the EPA. “Since it was first launched in 2006, the WaterSense program has helped consumers identify water-efficient products that not only meet specific water-savings criteria, but performance criteria as well. Meaning you’ll get the same great performance you’re used to, just using less water.”

WaterSense aims to decrease indoor and outdoor water use through water-efficient products and simple, water-saving practices. The program encourages customers to look for WaterSense-labeled products, which have been independently certified for efficiency and performance, and promotes water-saving techniques that reduce stress on water systems and the environment.

There are a number of product categories that carry the WaterSense label, making it even easier to reduce the water usage in your home.

- *Toilets.* According to the EPA, you will likely flush the toilet nearly 140,000 times over the course of your lifetime. Switching to a WaterSense-labeled model will help you save up to 4,000 gallons per year and an average of \$90 on your water bill.

Whether you're remodeling a bathroom, building a new home or simply replacing an old toilet that's past its prime, a high-performance, water-efficient option bearing the WaterSense label is definitely worth considering. As the culprit of nearly 30 percent of your home's indoor water consumption, older, inefficient toilets waste up to 11 gallons every day.

- *Lavatory Faucets.* Faucets account for approximately 15 percent of indoor household water use – more than one trillion gallons across the U.S. each year! You can save water – even when the faucet is running – by installing a model that’s certified to meet WaterSense criteria.

With countless options available in nearly every style and finish, it’s easy to reduce water usage *and* be stylish at the sink. Plumbing manufacturers continue to transition their products to meet WaterSense guidelines, and in 2009, Moen® Incorporated received WaterSense certifications on *all* of its lavatory faucets. Designed to help environmentally conscious consumers optimize water flow without sacrificing performance, the faucets feature a 1.5 gallon per minute (gpm) flow rate versus the industry standard of 2.2 gpm, resulting in water conservation of up to 32 percent.

- *Showerheads.* As the newest category to earn WaterSense labeling, traditional showerheads can use up to 30 gallons of water per household, per day. Installing a Watersense-labeled showerhead could make a big difference, saving more than 2,300 gallons per year.

Moen was one of the first manufacturers to receive this certification for showerheads, with 17 models currently certified to meet WaterSense criteria. The newly certified showerheads represent every category in Moen’s showering portfolio – including wall-mount, rainshower and hand shower showerheads – and feature flow rates ranging from 1.75 gallons per minute (gpm) to 2.0 gpm, versus the industry standard of 2.5 gpm. The result is water conservation of up to 30 percent.

“Best of all, the showerheads still provide a great experience without sacrificing performance,” said Mike Reffner, group product manager, Moen. “Moen isn’t just using a restrictor to reduce flow – it has redesigned its showerheads to deliver the same level of showering consumers expect from Moen, but with less water.”

A product that meets WaterSense criteria features the WaterSense label on its packaging, making it easy to spot these sustainable products at your local retail and wholesale locations. By incorporating these products into your home, you can expect exceptional performance, a smaller water bill *and* the great feeling that comes with saving water for future generations.

For more information about Moen products certified to meet WaterSense labeling criteria, call 1-800-BUY-MOEN (1-800-289-6636) or visit moen.com.

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About Moen

Moen offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [showerheads](#), and stainless steel [sinks](#) for residential and commercial applications. As the #1 faucet brand in North America, customers have come to rely on [Moen](#) to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), a leading consumer brands company.

About WaterSense

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water. For more information on WaterSense, and for a full list of labeled products and WaterSense irrigation partners, visit www.epa.gov/watersense.

Contact: Kathy Flinn
Director, Advertising & Brand
Moen Incorporated
(800) 321-8809, Ext. 2330
media@moen.com

Jennifer Allanson or Kristi Stolarski
Falls Communications
(216) 696-0229
jallanson@fallscommunications.com or kstolarski@fallscommunications.com