

New 'Green' Products Web Site to Give Away 100 Free Home EcoKits

Cedar Knolls, NJ (PRWEB) December 5, 2008 -- Niagara Conservation launched a new Web site this week at www.ItsEasyBeingGreen.com, featuring environmentally friendly home improvement products. The company is offering one free Green House EcoKit™, a \$30.99 value, to each of the first 100 customers who place an order of \$25 or more on the site.

ItsEasyBeingGreen.com offers water- and energy-saving products and fixtures that can be installed in any bathroom or kitchen, ranging from low-cost, eco-friendly faucet aerators and Flapperless toilets to energy-saving light bulbs and table lamps. Home Depot recently recognized Niagara's Flapperless toilet with a 2008 Merchandising Innovation Award. The toilet saves up to 12,000 gallons of water and up to \$100 annually.

The newly launched Web site also sells Niagara's EcoKits - popular holiday and housewarming gifts - which combine some of the company's top-selling, easy-to-install water and energy conservation products in a festive, earth-friendly house-shaped box. The first 100 customers who order over \$25 worth of products at the site will receive a free EcoKit™. Free shipping is offered on all orders over \$100.

"We wanted to create a Web site that for the first time provides online shoppers with easy access to all of our water-saving and energy-saving products," Carl Wehmeyer, executive vice president at Niagara, said. "More consumers are turning to Web sites for their home furnishing and renovating needs, and we want to be sure they have the opportunity to consider fixtures and other products that will help preserve the earth's natural resources while saving them money on their utility bills."

ItsEasyBeingGreen.com also publishes environmental news, offers information about local rebate programs for customers installing eco-friendly appliances and will soon include a conservation calculator to help shoppers calculate their utility bill savings, as well as expanded "green" product categories. Customized affiliate programs will also be available for utilities and companies nationwide that want to offer their customers free or discounted conservation products through specially-designed, affiliated micro-sites.

For more information or to purchase Niagara's products, visit www.ItsEasyBeingGreen.com.

About Niagara Conservation:

With a history of more than 30 years of quality and innovation, Niagara Conservation has earned an unparalleled reputation as the premier manufacturer of high-efficiency water and energy conservation products. Niagara is the leading developer of complete conservation solutions for utility companies, government leaders, energy management officials and environmentally conscious consumers. Founder and president William Cutler established Niagara in 1977, and today the company is a multi-million dollar organization located in Cedar Knolls, New Jersey with satellite offices in California, Texas, Arkansas, Florida, North Carolina, and an affiliate company in Toronto. Niagara also serves a global client base throughout North America, South America, the Caribbean, Europe, the Middle East, and Australia.