



FOR IMMEDIATE RELEASE
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GO GREEN AND SAVE GREEN WITH CERTIFIED GREEN PRODUCTS
How to Identify the Ideal Green Products When Updating Your Home

Fort Worth, TX – February 29, 2012 – With the variety of green products available in the marketplace, many homeowners in fear of being “greenwashed” by false claims find it difficult to choose the right products for their home. An easy way to determine if a product is truly sustainable is to check to see if the product meets relevant, credible, third-party certification guidelines. For example, Niagara Conservation®, a leading innovator of residential and commercial high-efficiency water- and energy-saving products, recently received a 94 percent approval rating from the Handyman Club of America for its three-part Stealth® System including an ultra-high-efficiency (UHET) Stealth toilet, a high-efficiency, high power showerhead and a faucet aerator. With product reviews published in *HANDY* Magazine, the Handyman Club provides members with the opportunity to test products in advance and rate them based on set criteria including performance, quality and water savings.

Members of the Handyman Club of America are avid DIYers with an interest in finding the most advanced and sustainable products for the home. Niagara provided more than 20 Stealth Systems to the Handyman club for testing. Along with performance, quality and water savings, the Stealth was judged on design, ease of use, durability, ease of installation, versatility and the system was rated against similar products. With an overall average rating of 9.1 out of 10, the Stealth received the Handyman mark of approval with ease.

“This toilet was the easiest toilet I have ever installed, it comes with everything - the wax ring, flange bolts, even a seat,” notes Handyman tester Larry Rubin. “There are four toilets in the house, but the Niagara Stealth is the one everyone wants to use.”

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WaterSense[®], Water Savings

Along with its newly earned Handyman Certification, all elements of the Stealth System have also been WaterSense[®] certified by the Environmental Protection Agency (EPA). As an EPA WaterSense certified product, the Stealth System has been tested and proven to demonstrate a water flow rate of 2.0 gallons per minute (GPM) or less, or in the Stealth's case 0.8 GPF.

According to the EPA, bathrooms are the largest water wasters in the house, accounting for more than half of all the water that families use indoors. If one in every 10 homes in the United States were to install WaterSense labeled products in their bathrooms, it could save six billion gallons of water per year. With the environmentally conscious Stealth System, the homeowner can achieve a high-level of water savings without compromising on performance.

Stealth System: The Basics

The three-part Stealth System includes the ultra-high-efficiency (UHET) Stealth toilet, which is the first and only toilet available with the ability to achieve a powerful, quiet flush using only 0.8 gallons of water per flush. In addition, the Stealth System also features a high-efficiency showerhead with three unique, powerful flow options and an aerator, resulting in an unrivaled product combination that can save a homeowner up to 40,000 gallons of water and more than \$200 per year.

Activated by simply pressing the flush push button, Stealth technology clears all waste in the toilet bowl, eliminating the need for double flushing or dual flush systems. The technologically advanced engineering inside the Stealth toilet results in extraordinary water and utility bill savings that go a step beyond standard water-saving toilets. In fact, by using 77 percent less water per flush than the older style 3.5 gallon toilet, the Stealth toilet helps to save up to 20,000 gallons of water per year which translates to \$101 in savings per year on water usage, depending on the wastewater rate.

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“We’re extremely proud to be both Handyman certified and WaterSense certified, as our company’s mission has always been to help our customers save water and energy while maintaining our long term goal of environmental sustainability,” states Carl Wehmeyer, Niagara Conservation’s executive vice president. “Our company constantly seeks innovative solutions that utilize new technologies with the goal of developing products that help homeowners go green and save money at the same time.”

The Stealth System product kit including the toilet, showerhead and aerator is currently available online at www.itseasybeinggreen.com for a retail price of \$325, and will be coming soon to local retailers, kitchen and bath showrooms, as well as plumbing wholesalers.

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 plumbing professionals, utility companies, government leaders, energy management officials and environmentally conscious consumers. Founder and president William Cutler established Niagara in 1977, and the company is still family owned, headquartered in Fort Worth, Texas, with satellite offices around the world.

For more information about the Stealth system and Niagara’s other water-saving and energy-saving products, visit www.NiagaraConservation.com, or call 800-831-8383. For media inquiries, contact Maureen Brennan at 312-946-6075.

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