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CONTACT: Maureen Brennan
312-946-6075

NIAGARA CONSERVATION® PARTNERS WITH GREEN *PLUMBERS* USA® TO IMPLEMENT NEW WATER-SAVING PROGRAMS

Fort Worth, TX – September 10, 2012 – Niagara Conservation, a leading manufacturer of water and energy-saving products, has recently partnered with Green *Plumbers* USA, an innovative organization with an accredited training program that helps plumbers to understand their evolving role in improving the environment and public health. The two organizations will work together to customize water and energy efficiency projects for the nation’s leading utilities, using eco-friendly Niagara products and certified Green *Plumber* Contractors.

“We’re extremely pleased to partner with Green *Plumbers* USA, an organization whose commitment to environmental sustainability aligns well with our company’s conservation goals,” states Carl Wehmeyer, Niagara Conservation’s Executive Vice President. “In a time of water crisis, it’s important for environmentally focused organizations to work together to increase awareness and make a difference. By aligning with Green *Plumbers* USA, Niagara will continue to help communities across the country save water, energy and money.”

The Green *Plumbers* program began in Australia in 2000 as a result of the country’s severe drought, and then it expanded internationally to teach plumbers the benefits of using water and energy saving products to combat climate change. The training to become a Green Plumber consists of a five-course, 32-hour accreditation in environmental and technical courses including Climate Care, Solar Hot Water and Water Efficient Technology.

Green *Plumbers* partnered with Niagara because of the company’s focus on sustainable products throughout its more than 35 years in business, as well as Niagara’s innovations in water and energy saving products. For example, Niagara Conservation’s single flush Stealth

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toilet is the only 0.8 gallons per flush, ultra high-efficiency toilet in the world and can save the average family up to 18,000 gallons of water a year and up to \$120 annually of utility bills. Also, both Green *Plumbers* and Niagara Conservation have proven expertise in planning, developing and managing water and energy efficiency programs. In addition, since Niagara often provides installation and project management services for its efficiency programs, the company plans to leverage its partnership to utilize trained Green *Plumbers* in future installs.

“We were impressed with Niagara Conservation’s reputation in the industry and their long history of sustainable business practices, so pursuing a partnership seemed natural,” said Jonathan Cruz, Green *Plumbers* USA Executive Vice President. “We are excited to share that through our new partnership, Niagara Conservation will be the only water- and energy-saving product provider endorsed by Green *Plumbers* USA.”

For more information about Niagara’s water and energy efficient products, please visit www.niagaraconservation.com. To learn more about Green *Plumbers* USA, please visit www.greenplumbersusa.com.

About Niagara Conservation

With a history of nearly 40 years of quality and innovation, Niagara Conservation has earned a reputation as the premier manufacturer of high-efficiency water and energy conservation products. Niagara is the leading developer of 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 and 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.

About Green *Plumbers*

Green *Plumbers*® is an innovative, brand overlay and accreditation program that assists plumbers in understanding their role in the environment and public health. The organization's goal is to promote the benefits of water conservation and the reduction of GHG emissions. The focus is on changing consumer and plumbing behavior through the use of energy efficiency and water saving technologies. For more information, visit: www.greenplumbersusa.com

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