



FOR IMMEDIATE RELEASE  
CONTACT: Maureen Brennan  
312-946-6075

**NIAGARA HELPS HOMEOWNERS CELEBRATE EARTH DAY EVERY DAY**  
***Niagara Conservation's Revolutionary New Stealth System for the Bath Saves Up to 40,000 Gallons of Water and As Much As \$600 per year***

Cedar Knolls, NJ – April 2010 – In commemoration of the 40<sup>th</sup> Anniversary of Earth Day this year, Niagara Conservation is providing homeowners with a eco-friendly solution for their home that can save up to 40,000 gallons of water annually. A leading manufacturer of water- and energy-saving products for more than 33 years, Niagara Conservation continues to revolutionize the conservation landscape with the introduction of the Stealth System product kit. The Stealth System includes the ultra-high-efficiency (UHET) Stealth toilet, which is EPA Water Sense<sup>®</sup> certified and the first and only toilet available with the ability to achieve a powerful, quiet flush using just 0.8 gallons of water. In addition, the three-part Stealth System also features the high-efficiency, high power Tri-Max showerhead with three unique flow options and the Tri-Max aerator, resulting in an unrivaled product combination that can save a homeowner up to 40,000 gallons of water per year and up to \$600 off their utility and water bills.<sup>1</sup>

There are an estimated 241 million toilets and 129 million showers and aerators in the U.S. If every household in America switched to Niagara's Stealth System, the country could save more than three trillion gallons of water, \$30 billion in utility bills, reduce U.S. CO2 emissions by 1.7 percent and reduce reliance on imported oil by 16 percent by eliminating the need for more than 147 million barrels of oil. Even if just 10 percent of American households converted to Niagara's Stealth System, it would save 145 billion gallons of water per year and provide more than one billion dollars in savings on electric and water bills.<sup>2</sup>

**Start with Stealth's Quiet, Powerful and Efficient Toilet Technology**

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

- more -

---

<sup>1,2</sup> According to FEMP (Federal Energy Management Program), EPA, and DOE data applied to Niagara toilet, showerhead and aerator. Savings can vary by household, state and other external factors. Imported oil percentage only based on imports from the Persian Gulf.

## **NIAGARA STEALTH SYSTEM SAVES ENERGY AND WATER – PAGE TWO**

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 \$150 in savings per year on water usage, depending on the wastewater rate.

The patented hydraulic and water-saving technology behind Stealth involves a remarkable combination of air and water working in unison, which helps to deliver a cleaner and more reliable flush. Also, because Stealth technology maintains pressure in the toilet's trapway instead of the tank, it produces a remarkably quiet flush without residual noise. In addition, the Stealth features a sleek, stylish design and is easy to install. The system is also capable of functioning efficiently at varying water pressure levels and has no expensive parts to replace, providing further savings to the homeowner.

Nationally recognized plumbing contractor and the Quality Service Contractor's Association's "Contractor of the Year," Roger Peugeot, also known as "Roger the Plumber" of Overland Park, Kansas, has put Stealth to the test in his office. Peugeot notes, "The Stealth toilet is amazing. I can't believe the flush it produces using just 0.8 gallons. We put it in our plumbers' bathroom, and no one's had anything but positive things to say about its efficient, quiet operation, and no one has had to flush twice. I was skeptical before we installed it, but now I'm a believer. I'm convinced that I'm seeing the way of the future."

### **Add on the Super Saver Showerhead**

With nearly 30 percent of a family's total indoor water consumption resulting from shower use, Niagara's showerhead offers a luxurious shower without sacrificing water, energy and utility bill savings. Ensuring up to 40 percent less water usage than "low-flow" showerheads with traditional flow restrictors, the showerhead can help save nearly 8,000 gallons of water per year. Niagara's showerhead offers three adjustable spray options that the homeowner can select from while showering. By simply turning the showerhead, the homeowner can use the 0.5 GPM for soaping, the eco-friendly 1.0 GPM or the 1.5 GPM power rinse mode. Also, a patented, non-removable compensator device in the showerhead maintains a consistent flow rate by adjusting flow as water pressure fluctuates.

### **Complete the Kit with Low-Flow Faucet Aerators Saving Water, Energy and Dollars**

Installing Niagara's low-flow faucet aerator on a bathroom faucet not only saves water and

## **NIAGARA STEALTH SYSTEM SAVES ENERGY AND WATER – PAGE THREE**

energy, but also lowers utility bills since less hot water used means less water being heated every day. With the aerator flow control constructed of long-lasting Celcon plastic and the housing constructed of solid brass with highly polished chrome finish, the patented Niagara bathroom aerator offers a pressure compensating powerful flow rate of 1.0 GPM, which provides a significant savings over the standard 2.2 GPM bathroom faucet aerator or even higher rates in older faucets. In addition, all Niagara aerators meet or exceed American Society of Mechanical Engineers (ASME) standards.

“We’re proud to offer the most efficient and only 0.8 GPF single flush toilet on the planet and, by pairing it with a high-efficiency showerhead and aerator, homeowners have the perfect eco-friendly, high-efficiency bathroom update kit,” states Carl Wehmeyer, Niagara Conservation’s executive vice president. “For more than three decades, our company’s mission has been to help save water and energy. We’re committed to constantly seeking new ways to push the envelope of new technology, ultimately developing products that help save our planet and save homeowners money on their water and utility bills – on Earth Day and every day,” continued Wehmeyer.

The new Stealth System product kit including the toilet, showerhead and aerator is currently available online at [www.itseasybeinggreen.com](http://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 33 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 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.

For more information on the patented Stealth System product kit, visit [NiagaraConservation.com](http://NiagaraConservation.com), [ItsEasyBeingGreen.com](http://ItsEasyBeingGreen.com) or [StealthToilets.com](http://StealthToilets.com) or call (800) 831-8383 in the United States or (973) 829-0800 internationally. For media inquiries, contact Maureen Brennan at (312) 946-6075.