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**NIAGARA® STEALTH™ SELECTED AS BUILDINGGREEN TOP-10 PRODUCT FOR 2010**  
**New 0.8 GPF Ultra-High-Efficiency Stealth Toilet Offers Lowest GPF and  
Highest Water Savings on the Market**

Cedar Knolls, NJ – November 18, 2010 – Environmental Building News and GreenSpec® have selected Niagara Conservation's Stealth toilet as one of BuildingGreen's Top-10 Products for 2010. The ninth annual BuildingGreen awards recognize the most innovative and exciting green building products to either be added to the GreenSpec Directory during the past year or featured in Environmental Building News. Niagara Conservation's Stealth ultra-high-efficiency toilet (UHET) is EPA WaterSense® certified, and the first and only toilet available with the ability to achieve a powerful, quiet single flush using just 0.8 gallons of water.

As in previous years, BuildingGreen's Top-10 product selections are drawn primarily from new items included in the company's GreenSpec Product Directory. More than 170 products have been added to the GreenSpec database during the past year. "New products are being introduced all the time, making it a challenge for our staff to keep up," said Alex Wilson, BuildingGreen founder and GreenSpec executive editor. The GreenSpec database includes more than 2,200 product listings.

Activated by simply pressing the push button to clear all waste in the bowl, Niagara's Stealth toilet has eliminated the need for double flushing or dual flush systems. The technologically advanced Stealth achieves water and utility bill savings that surpass standard water-saving toilets, using 37 percent less water per flush than a standard 1.28 gallon high-efficiency toilet (HET). Compared to the average use of older 3.5 gallon per flush (GPF) toilets, Stealth can save up to 20,000 gallons of water per year, which translates to \$101 in savings per year and \$1,013 in its lifetime, depending on the wastewater rate.

"Our selections of the Top-10 Green Building Products represent a wide range of product types in many different application areas," noted Wilson. "This year's list is particularly diverse, ranging from a

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decking product made from recycled carpeting, to a window glass with UV-reflective patterning that is highly visible to birds (to minimize collisions), an ingenious toilet that uses a passive vacuum-assist mechanism to achieve excellent performance using just 0.8 gallons, an LED lighting module that offers comparable light quality to that of halogen, and an advanced, cellulose-insulated modular wall system for residential building. Also, many of our Top-10 products this year have multiple environmental attributes,” said Wilson.

“We’re honored to be selected as one of BuildingGreen’s Top-10 Products for 2010. We are proud to offer all our customers the most efficient and only 0.8 GPF toilet on the planet,” states Carl Wehmeyer, Niagara Conservation’s executive vice president.

Earlier this year, Niagara’s Stealth toilet was also recognized by the International Association of Plumbing & Mechanical Officials (IAPMO) as number one on the “2010’s Top Five New and Innovative Water Efficient Products” list.

### **ABOUT USGBC, GREENSPEC, BUILDINGGREEN AND ENVIRONMENTAL BUILDING NEWS**

A big driver in the development of green products continues to be the U.S. Green Building Council’s LEED® Rating System (Leadership in Energy and Environmental Design), which awards points for the use of certain product types or for the energy or water savings that certain green products can achieve. “Designers of LEED buildings are looking for green products, and manufacturers are responding,” said Wilson. In the online version of GreenSpec, users can find products organized by LEED credits.

GreenSpec is the leading national directory of green building products. Products are selected based on criteria developed throughout the past 18 years. Manufacturers do not pay to be listed in GreenSpec, and neither GreenSpec nor Environmental Building News carries advertising; both are supported by users of the information. “Our policy of not accepting money from product manufacturers allows us to be objective in our review of products,” said Wilson. The GreenSpec product database is also available online as part of the BuildingGreen Suite.

Other BuildingGreen resources include Environmental Building News, the oldest and most

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widely respected newsletter in the green building field, and LEEDuser.com, a resource for teams pursuing certification through the LEED Rating System. BuildingGreen celebrates its 25th year in business this year. For information on BuildingGreen resources, visit [www.BuildingGreen.com](http://www.BuildingGreen.com) or call 800-861-0954.

### **ABOUT NIAGARA CONSERVATION**

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) 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.

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