



FOR IMMEDIATE RELEASE
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**NIAGARA® ECOLOGIC™ OFFERS HIGH-EFFICIENCY AND ZERO MAINTENANCE
Patented Toilet Introduces Flapperless® Technology at 1.28 GPF**

Cedar Knolls, NJ – October 2009 – As a leader in the plumbing industry for more than 30 years, Niagara Conservation continues to innovate its water- and energy-saving product offerings to combine high-efficiency solutions with superior performance. Employing the only gravity-flush design that controls water flow with the use of patented “tipping bucket” technology, Niagara’s Flapperless toilets eliminate the need for rubber flappers and flexible seals in the tank, a leading cause of leaks and callbacks for plumbing professionals. Niagara’s EcoLogic Flapperless models take this technology to the next level with the use of only 1.28 gallons per flush (GPF), qualifying them as high-efficiency toilets (HET) that meet stringent EPA WaterSense® criteria and HET rebate standards.

EcoLogic provides the same leak- and maintenance-free benefits as the original 1.6 GPF Niagara Flapperless toilet with no trade-off in flushing power. Compared to the average use of older 3.5 GPF toilets, an EcoLogic HET can save up to 16,000 gallons of water per year.

Niagara is the True Definition of Flapperless

A number of manufacturers with unconventional flappers have defined their flexible seal as “flapperless”. The fact is, any flexible seal controlling the flow of water from the tank to the bowl can eventually deteriorate and leak. Standard toilet designs contain rubber flush balls that leak due to improper sealing or normal wear and tear from corrosive materials in the water.

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Niagara offers a true flapperless design. Since all water is self-contained inside the “tipping bucket,” there is no need for flush balls or flappers. Niagara Flapperless toilets are virtually maintenance-free and will never leak as there are no leaky seals to replace. Niagara’s design is also tamper-resistant with the “tipping bucket” only holding the specific 1.28 or 1.6 gallon volume, making it impossible for the user to increase the amount of consumed water per flush.

All Niagara Flapperless toilets are available in round-front models, elongated models, as well as models that meet ADA standards. They also feature a large 10” x 20” footprint and an oversized tank which is ideal for retrofits or remodels as it covers unsightly wall or floor exposure after installation.

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 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 about patented Niagara Flapperless Toilets visit www.NiagaraConservation.com, or call (800) 831-8383 in the United States or (073) 829-0800 internationally. For media inquiries, contact Maureen Brennan at (312) 946-6075.

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