



FOR IMMEDIATE RELEASE  
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## **WATER-SAVING PRODUCTS FROM NIAGARA CONSERVATION® HELP HOMEOWNERS REDUCE ENERGY USAGE**

Fort Worth, TX – May, 2013 – Updating older, inefficient plumbing fixtures with new water-saving models can help homeowners save water and money on their utility bills, but it can also help reduce energy use as well. Eco-friendly products from Niagara Conservation®, a leading innovator of residential and commercial high-efficiency products, reduce the amount of hot water used daily and, as a result, energy that would have been required to heat that water is saved.

### **Shower in Savings**

An easy way to cut down on water usage is in the shower, since approximately 17 percent of a family's total indoor water consumption results from shower use, according to the Environmental Protection Agency (EPA). Switching to high-efficiency showerheads can help homeowners lower their energy usage considerably. For example, a three-person household, with each person taking a daily 10-minute shower with a 1.0 gallon per minute (GPM) showerhead, can save hundreds of dollars annually on their electric bill compared to a standard 2.5 GPM showerhead<sup>1</sup>.

One of Niagara's showerheads that offers homeowners the utmost in energy and water savings is the high-efficiency Bi-Max showerhead. The Bi-Max showerhead offers two adjustable spray options that the homeowner can select from while showering. With one quick turn, the homeowner can switch from the 1.0 GPM (ideal for soaping) to the 1.5 GPM power rinse mode. A patented, pressure compensator device in the showerhead ensures a constant flow rate across a broad range of water pressure.

### **Eco-Friendly Aerators Save in Style**

Another product in the home that can provide energy savings for homeowners is water-efficient kitchen and bath aerators. For example, when each person in a three-person household uses a faucet

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<sup>1</sup> Assumes an average cost of electricity \$0.133 per kWh (Bureau of Labor Statistics Sept. 2012), an annual water savings of 16,425 gallons, and a 60° change in temperature.

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for only 2.5 minutes a day, a 0.5 GPM aerator can save up to \$91 annually in electric water heater expenses compared to what they would spend with a standard 2.2 GPM aerator.<sup>2</sup>

“At Niagara, we’re constantly striving to create innovative, water-saving technologies that will conserve hot water and, as a result, help homeowners save on their energy bills,” states, Carl Wehmeyer, Niagara Conservation’s Executive Vice President. “Making small changes around the home, such as installing a more efficient showerhead or faucet aerator, is a great way for homeowners to increase their conservation efforts and save on monthly utility bills.”

Niagara Conservation’s water-saving showerheads and aerators are currently available online at [www.niagaraconservation.com](http://www.niagaraconservation.com) and will be coming soon to local retailers, kitchen and bath showrooms, as well as plumbing wholesalers.

With a history of nearly 40 years of quality and innovation, Niagara Conservation has earned a reputation as a 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 Niagara’s water-saving and energy-saving products, visit [www.NiagaraConservation.com](http://www.NiagaraConservation.com), or call 800-831-8383. For media inquiries, contact Maureen Brennan at 312-946-6075.

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<sup>2</sup> Assumes an average cost of electricity \$0.133 per kWh, an annual water savings of 4,654 gallons and a 60° change in temperature.