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## **NIAGARA CONSERVATION® AND GREEN PLUMBERS USA® HOST “CARING FOR OUR WATER” WORKSHOP IN PHOENIX**

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### **Groundbreaking Green Plumbing Tour Coming to Communities Nationwide**

Fort Worth, TX – June 17, 2014 – As part of an ongoing effort to provide plumbing contractors with the latest trends in water conservation, [Niagara Conservation](#), a leading manufacturer of water and energy-saving products, and [Green Plumbers USA](#), an innovative organization with an accredited training program that helps plumbers understand their role in improving the environment and public health, recently hosted a “Caring For Our Water” workshop in Phoenix, Ariz. at the University of Arizona Cooperative Extension.

Led by Green *Plumber* John Smith, Green *Plumbers USA*’s National Green *Plumber* of the Year in both 2010 and 2011, the educational workshop covered topics that contribute to increased water conservation such as: water efficient products, reducing household water consumption, residential water audits and the [Niagara Green City](#) retrofit program.

“We understand that green plumbing is about more than offering water-saving products,” said John Smith, Green *Plumbers USA*, vice president of business development. “It involves a change in perspective that starts with technicians and carries through to the uppermost management within companies.”

More than 40 attendees, including city officials and local water departments, participated in the green plumbing workshop to network and gather insights on how water conservation affects plumbing products and practices. Serving as event sponsors, plumbing contractors from plumbing wholesaler Central Arizona Supply shared meaningful on-the-job experiences with attendees and added valuable input to the topics being covered over the course of the event. Furthermore, Bill

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McMahon of The Marketing Pros, a wholesale representative for Niagara Conservation, was onsite to provide attendees with extensive background on the features and benefits of Niagara Conservation’s state-of-the-art line of EPA Water Sense® certified Stealth® toilets.

Throughout the year, Niagara Conservation and Green *Plumbers* USA will host “Caring For Our Water” workshops in various cities across the country to share in-depth knowledge on beneficial water-saving behaviors as well as provide a closer look into the Niagara Green City retrofit program and new technologies. Among the new technologies on display at these workshops is Niagara Conservation’s 0.8 gallons per flush (GPF) Stealth® Ultra-High-Efficiency Toilet (UHET®). Vouchers to redeem a free 0.8 GPF Stealth are given to each plumbing contractor who registers and attends the workshops.

“We’re thrilled to partner with Green *Plumbers* USA to host “Caring For Our Water” workshops in communities nationwide, in order to encourage a more sustainable approach to water conservation for years to come,” said Carl Wehmeyer, Niagara Conservation’s executive vice president. “With our 0.8 GPF Stealth, we want to not only offer a premier water-saving product, but we also want to raise public awareness about the importance of water conservation.”

The next “Caring For Our Water” workshop will be held at the Fort Worth Botanical Gardens in Fort Worth, Texas on July 30<sup>th</sup>. The [Tarrant Regional Water District](#) will serve as a third partner for the event.

### **About Niagara Conservation**

With a history of more than 35 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 a leading developer of conservation solutions for plumbing professionals,

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wholesalers, utility companies, hospitality and multi-family business owners, 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.

In 2013, Niagara Conservation was named the WaterSense® Manufacturer Partner of the Year by the U.S. Environmental Protection Agency (EPA) for its focused efforts on encouraging water efficiency and promoting the EPA’s WaterSense label throughout the USA. The WaterSense label is awarded to products that are least 20 percent more efficient than their counterparts without sacrificing performance.

For more information about Stealth toilets and Niagara’s other water conservation solutions, visit [www.niagaracorp.com](http://www.niagaracorp.com), or call 800-831-8383. For media inquiries, contact Shannon Ross at 312-946-6147.

### **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](http://www.greenplumbersusa.com)

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