

Niagara Conservation Launches 'Too Smart to Waste' Campaign

By **Niagara Conservation** - May 29, 2018

FLOWER MOUND, TEXAS—**Niagara Conservation**, the maker of the world's most water-efficient toilet, wants to help people be the smartest version of themselves and save the planet at the same time. How? With a toilet that delivers a powerful flush by using science, and not stupid amounts of water. After decades on the forefront of flush technology (yes, that is a thing), Niagara is looking to make a splash with their new "Too Smart To Waste" positioning, a fresh look and feel, and a campaign staking its claim as the toilet for smart*sses.

In its new campaign, Niagara is showcasing that even though people can unknowingly make dumb decisions every day, having a Niagara toilet is an easy way to make a smart choice.

"At Niagara, we believe that everyday ingenuity can answer the global water crisis, and small decisions can make a world of difference," said Carl Wehmeyer, Executive Vice President, Niagara Conservation. "We also believe that choosing a toilet that both saves the environment and puts cash back in your wallet, though a no-brainer, is the smartest decision someone can make."

Niagara is helping people to amplify their positive impact with their new "Save a Drip. Give a Drop." initiative, that sends a portion of every purchase to charities working to combat the water crisis. That's less water weighing down utility bills and being sucked out of local water sources, and more water going to the people and places that need it most.

List of Water Savers

Niagara's roster of toilets that transforms everyday acts into a powerful force for saving green includes:

- **The Original:** Niagara's original, single-flush model is ultra-efficient and low-maintenance, using only 0.8 gallons per each whisper-quiet flush.
- **The Original Dual Flush:** This dual-flush works better and wastes nothing, using either 0.5 or 0.95 gallons per flush.
- **The Phantom:** Eco-chic, the Phantom uses only 0.8 gallons per flush. It makes a modern addition to bathrooms with a lean silhouette, a narrow tank and smooth, skirted bowl.
- **The Nano:** The latest from Niagara, the Nano has a compact design ideal for tight spaces. This dual flush toilet uses an average of only 0.6 gallons per flush, making it one of the most efficient toilets on the planet.

To learn more about Niagara's new campaign and how to get a front row seat to the water revolution, head [here](#).