

← TrueCommerce Supplier Enablement Portal

Kauai hotels sport new look, with more to see →

World's most water-efficient toilet

Posted on June 1, 2018 by davidc@ccr-mag.com



Niagara Conservation set out to save the planet 30 years ago. How? With a toilet. (The world's most water-efficient toilet, to be exact.)

Now, to recruit more consumers and property owners to its cause, the brand is making a splash with new "Too Smart to Waste" positioning and a bold campaign staking its claim as the toilet for smart*sses.

Since a Niagara toilet delivers a powerful flush by using science, and not stupid amounts of water, the campaign showcases that installing one can be one of the smartest (and easiest) decisions people make for their home and the planet.

- And, in a time where communities around the world are bracing for drought, it's never been more essential to get smart about water consumption.
- In fact, just last year, the UN warned that by 2050, global demand for fresh water is projected to grow by more than 40 percent.

Throughout a series of videos (you can find them all [here](#)) featuring a loveable average Joe named, well, Phil, and a digital advertising campaign, Niagara hopes to show people how seamless it is to save water every single day.

More info at <https://niagaracorp.com/>.

This entry was posted in New Products. Bookmark the permalink.

← TrueCommerce Supplier Enablement Portal

Kauai hotels sport new look, with more to see →

Calendar of events

Jan 15th
2019



CCRS 2019 Update & 2018 HiLites

The 2019 Summit will be held January 15th-17th at The Golden Nugget Hotel & Casino in Biloxi, MS.

Sept 27th
2018



2017 Commercial Retreat HiLites & 2018 Location

CR 2018 will be held September 27th-30th, 2018, in Lexington, KY at The 21C Museum Hotel.

Aug 2nd
2018



2017 Women's Retreat HiLites and 2018 Location

WR 2018 will be held August 2nd-5th, 2018 in Niagara Falls/Bufalo, NY at The Hyatt Downtown Buffalo.

See Website for Details

Questions – we're here to help

F&J Publications, LLC

P.O. Box 3908
Suwanee, GA 30024
P. 678.765.6550
F. 678.765.6551

