

# Niagara Conservation

## Conservation Flows From Our Core

# AGENDA

- 💧 Introductions
- 💧 Niagara Conservation Profile
- 💧 Trends in the Marketplace
- 💧 Niagara Conservation Product Offering
- 💧 Water Utility Partnerships
- 💧 Industry Insider Perspective

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# BACKGROUND

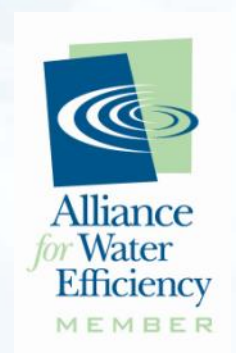
# NIAGARA'S HISTORY AND CULTURE

- ◆ Founder Bill Cutler and his wife started making water-saving Niagara Conservation products over 30 years ago
- ◆ Niagara is characterized by close-knit relationships, shared values
- ◆ Open environment nourishes new ideas, produces innovative new products
- ◆ Customer service is among the finest in any industry



# NIAGARA'S PROGRESSION

- For more than 30 years, Niagara's been providing innovative water and energy-saving solutions for utilities, property managers and environmentally conscious consumers
- Niagara's one of North America's top five toilet manufacturers
- Niagara's partnered with more than 25 key industry associations and obtained accreditations/certifications from these associations



# NIAGARA AND THE PLUMBING MARKET

- ◆ Niagara Conservation is new to the plumbing wholesaler and plumbing contractor markets
- ◆ Offer a complete selection of high-efficiency toilets, showerheads and aerators
- ◆ Direct route to the apartment and housing authority markets
- ◆ Committed to providing the plumbing industry with efficient, sustainable and utility cost-reduction solutions



# NIAGARA LOCATIONS - NORTH AMERICA

- 💧 **Cedar Knolls, New Jersey** -- HQ and Distribution Center
- 💧 **Carson, California** -- Distribution Center
- 💧 **Jacksonville, Florida** -- Distribution Center



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# MARKET TRENDS



# GREEN WHOLESALERS & CONTRACTORS

- ◆ Increased awareness for green plumbing products means opportunities for wholesalers and contractors educated and stocked with eco-friendly products
  - Consumers asking their local plumbing contractors for water-saving products
  - Local municipalities and water utilities offering rebates or free upgrades
  - Building sites focus on LEED certification or other green rating status
- ◆ Americans waste 900 billion gallons of water a year by flushing old, inefficient toilets (PHCC)

# GREEN WHOLESALERS & CONTRACTORS

- ◆ Plumbing contractors play a major role in the nation's effort to conserve both water and energy (PHCC)
- ◆ Congress provided \$500 million for competitive grants for green jobs training as part of the American Recovery and Reinvestment Act
- ◆ Even a “Green *Plumbers Association*” focused on environmental training and accrediting programs for existing journey-level plumbers

# BASIC CONSUMER INSIGHTS

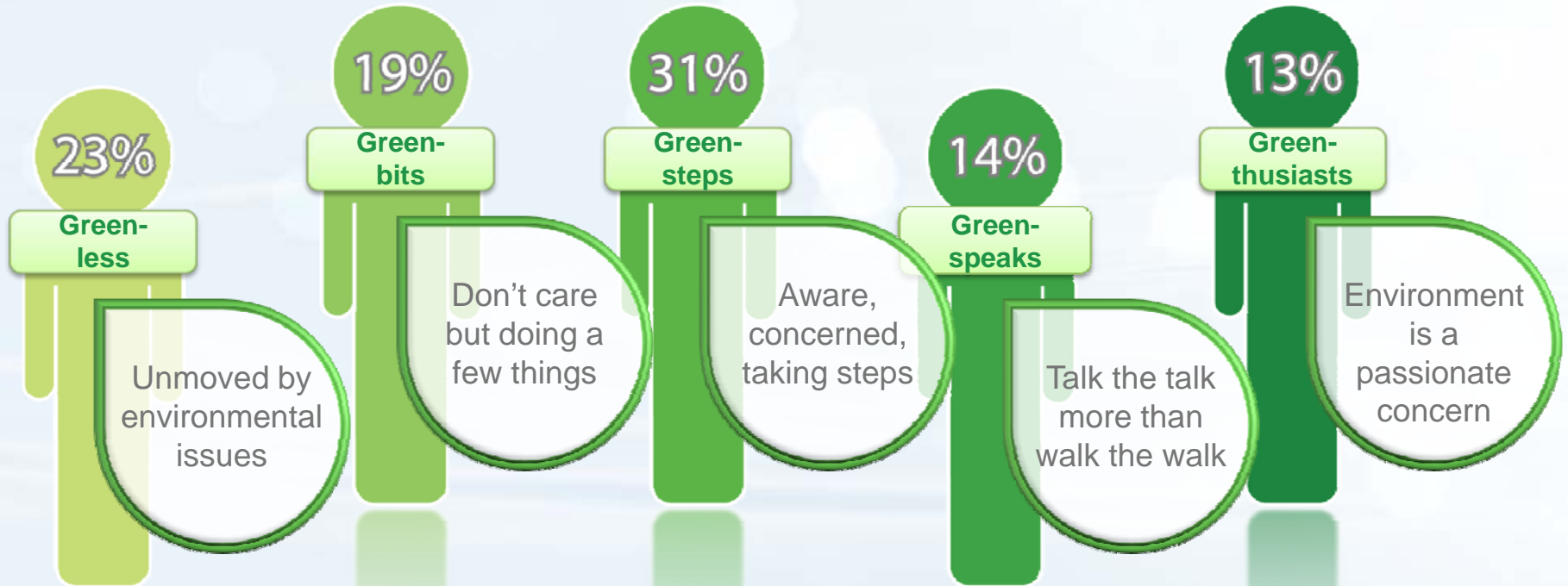
The home improvement industry "Green Home" research conducted by HIRI/Yankelovich in 2008 revealed two Green Markets:

- ◆ **Save me money:** Savings and ROI a priority for most
  - Water saving rebates now available in more than 35 states
- ◆ **Saving the world:** Societal benefits are a lesser concern



# “GREEN” MARKET SEGMENTS

Within the Green Markets, there are five consumer segments—three of which are taking green actions for their homes (slight, moderate & enthusiast) and represent 47 MM households.



# POTENTIAL U.S. HOMEOWNERS

Market size ranges for water conservation products:

💧 **63% (47 MM)**

Three homeowner segments\*

💧 **68% (51 MM)**

Importance of water conservation among homeowners\*\*

*\* HIRI/Yankelovich Study (8/08) \*\* MSI/Zoomerang (7/07)*

# OTHER CONSUMER INFORMATION

- ◆ 63% of homeowners are more concerned about water conservation than they were 10 years ago
- ◆ Older consumers tend to have greener behaviors
- ◆ Women have stronger attitudes, view green products/activities as more important than men
- ◆ Consumers look for certification seals and labels on products for “green” assurance
- ◆ 51% of consumers are willing to pay more for them

*\*HIRI/Yankelovich Study; BBMG Conscious Consumer Study (2008); MSI/Zoomerang (2007)*

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# PRODUCT OFFERING

# THE STEALTH™

- ◆ Niagara's Stealth toilet is the only 0.80 gpf toilet in the world
- ◆ It's the newest and most technologically advanced siphonic toilet
- ◆ Replacing an old, inefficient toilet with Niagara's Stealth UHET will **save up to 20,000 gallons of water** per year\*
- ◆ The Stealth is powerful, quite and efficient and it is available in a round front, elongated and ADA height models

\* Based on annual water savings on a 3.5 gpf toilet with 4 people/5 flushes per day.





# THE STEALTH™

- ◆ Niagara's patented Stealth technology utilizes a unique air transfer system to pressurize the trapway instead of the tank, producing a quick and quiet flush with no residual noise
- ◆ This swift and powerful flush evacuates all waste in the bowl and leaves a larger water surface
- ◆ Unlike other manufacturers' toilets, no dual or double-flushing is required
- ◆ Capable of functioning in various levels of water pressure and without expensive replacement parts



# STEALTH™ TECHNOLOGY

Ultra High Efficiency Toilet  
**UHET**

## FILLING

 AIR  
 WATER





Water fills the tank and inner chamber, forcing air to the top of the chamber and down the transfer tube.



Air is forced through the transfer tube into the trapway exerting positive pressure on the water in the bowl. This pressurizes the trapway and creates a larger water surface area in the bowl.

## FLUSHING

 AIR  
 WATER



Water empties from the tank cleansing the bowl and flushing waste down the trapway.

Flush lever depressed

Inside the inner chamber, the vacating flush water creates a vacuum that depressurizes the trapway.



This depressurization creates the suction force that pulls the wastewater into the trapway initiating the siphonic flush action.

The trapway is completely filled producing an ultra highly efficient flush.

# THE STEALTH™

- ◆ Features superior ceramics with a fully glazed trapway to provide a smooth, low-friction surface ensuring the bowl clears every time
- ◆ The Stealth's stylish flush lever that is both inconspicuous and durable
  - Top-mounted push-button flush lever
  - Break-resistant
  - Finished in polished chrome
  - Spring-loaded push button makes flushing effortless



# ECO LOGIC™ – FLAPPERLESS TOILET

- 💧 Niagara's top-rated flushing system features the original patented Flapperless design with "tip-bucket" technology, creating a high-performance flush at 1.28gpf
- 💧 Conservation with added benefits
  - No Leaks
  - No Maintenance
  - No Callbacks
- 💧 Eliminates the need to replace flappers, chains and levers; Less moveable parts to wear and break; 10-year limited warranty
- 💧 Replacing an old, inefficient toilet with an EcoLogic HET will **save up to 16,000 gallons of water** per year\*

\* Based on annual water savings on a 3.5 gpf toilet with 4 people/5 flushes per day.



# ECO LOGIC™ – FLAPPERLESS TOILET

- ◆ Tip-bucket structure prevents tank sweating and keeps tank bottom clean
- ◆ Tamper Proof - Cannot be adjusted to a higher flush rate, ensuring a true 1.28 gpf every time
- ◆ Easy to retrofit, featuring oversized footprints and tanks, as well as fully adjustable rough-ins 10" to 12"
- ◆ Tank handle installs on either side of the tank
- ◆ Features a fully glazed 5.4 cm trap-way with an oversized throat and 28 separate siphon jets around the rim



# THE POWER ONE™

- 💧 The Niagara Power One utilizes pressure-assist design, with a 1.0 gpf rating
- 💧 Lowest flushing pressure-assist toilet on the market
- 💧 Delivers a clog-free one-time flush that clears all the waste in the bowl
- 💧 Replacing an old, inefficient toilet with a Power One HET will **save up to 18,000 gallons of water** per year\*

\* Based on annual water savings on a 3.5 gpf toilet with 4 people/5 flushes per day.



# THE POWER ONE™

- ◆ Uses Sloan's Flushmate® pressure-assist flush system for quieter flush than other conventional pressure-assist toilets
- ◆ Toilet specifically designed for demanding locations, such as high-rise residential and commercial properties
- ◆ Available in round front, elongated and ADA height models



# NIAGARA'S WATER SENSE CERTIFIED

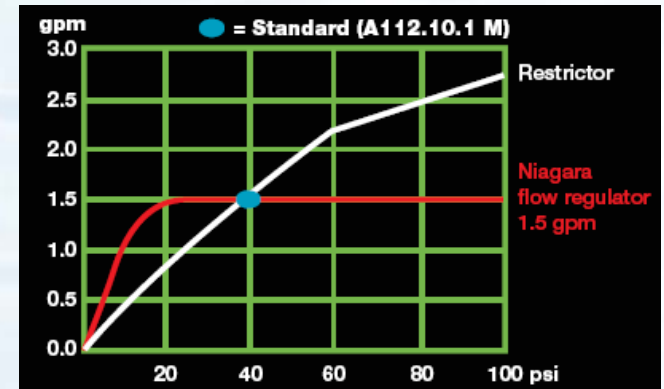
- All of Niagara's HET and UHET (Stealth, EcoLogic and Power One toilets) are certified by the US EPA's WaterSense program, which requires third-party testing
- As a WaterSense-labeled product, it guarantees a maximum water savings with no sacrifice in performance
- This makes it easy for consumers to identify a quality water conservation product.





# EARTH<sup>®</sup> SHOWERHEADS

- ◆ Niagara's patented, non-removable flow compensator device maintains a consistent flow rate by adjusting flow as water pressure fluctuates from 30 to 80 psi
- ◆ Ensures up to **40% less water usage** than traditional "low-flow" showerheads
- ◆ Features 9 jets that are adjustable from a gentle spray to a forceful turbojet massage
- ◆ Available in polished chrome or white, with 1.25 gpm, 1.5 gpm and 2.0 gpm flow rates
- ◆ Regardless of water pressure Niagara's flow regulators deliver a great shower and constant 1.5 gpm



# HIGH EFFICIENCY AERATORS

## 💧 High-Efficiency Chrome-Plated Brass Aerators

- Niagara offers **water-saving faucet aerators** for residential and commercial applications, with flow rates ranging from 0.5 to 1.5 gpm.
- All meet or exceed ASME standards and are endorsed by the Green Restaurant Association



# PRE-RINSE SPRAY VALVES

## ◆ Niagara's 1.28 GPM Pre-Rinse Spray Valve

- Top-rated stainless steel “Power Rinser” is interchangeable with all existing brands that use 2 to 6 gpm
- Produces rigorous high-performance spray pattern for pre-rinse applications
- 1.28 gpm flow rate (at 60 psi) can result in **water use reduction of up to 80%**
- Certified by the Food Services Technology Center and endorsed by the Green Restaurant Association



# THE NIAGARA EDGE

- ◆ Niagara products have a remarkably low service factor. Historically, the service factor for Niagara toilets has been approximately 1/100th of 1%. Normal service factor in toilets is 5% or more
  - No Callbacks
  - Ideal for Commercial and Consumer Customers
- ◆ Industry interested in water and energy conservation products
- ◆ Providing plumbing wholesalers with a full support program and providing wholesalers and contractors with additional business opportunities by leveraging Niagara's existing water utility and apartment projects

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# UTILITIES PARTNERSHIPS

# NIAGARA & THE UTILITIES

- ◆ Niagara's initial successes came through working with utilities to reduce water consumption by outfitting homes/businesses
- ◆ Today, our utility efforts are truly international in scope, including projects in Europe, the Middle East and South America
- ◆ Closer to home, Niagara works with municipalities and utilities on retrofits enabling us to drive business to wholesalers/contractors
- ◆ Major communities that have partnered with Niagara include Los Angeles, Fort Worth, Austin, Dallas, Atlanta, Seattle, Boston, Baltimore and Philadelphia



# NIAGARA & AUSTIN WATER

- 💧 In Austin, the local water utility launched a program offering rebates and, in some cases, free HET toilets to replace old water wasters in single-family homes and multi-family apartment buildings
- 💧 Niagara and Austin Water installed over 20,000 EcoLogic HETs in the Austin area



# NIAGARA & FORT WORTH

- ◆ In Fort Worth, the “Spray Smart” program offers restaurants free replacement of high-flow pre-rinse spray valves with the Niagara 1.28 gpm “Power Rinser”
- ◆ City officials expect to replace approximately 1,700 water-wasting sprayers, reducing water, sewer and energy costs tremendously





# NIAGARA & THE APARTMENT MARKET

- ◆ In the apartment market, Niagara products are widely recognized as the preferred “green spec” for projects large and small
- ◆ Niagara offers superior, dependable water and energy-saving products property managers are looking for to reduce their long-term costs and maintain profitability




# RECENT MAJOR RENOVATIONS USING NIAGARA'S "FLAPPERLESS" TOILETS



Housing Authority of the City of Camden

2021 Watson Street, Camden NJ 08105 Tel: (856) 968-2700 Fax: (856) 968-2754

# GREYSTAR

 Oklahoma City Housing Authority



*Today's  
Paterson Housing  
Authority ...*



Fort Worth Housing Authority



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# INDUSTRY INSIDER PERSPECTIVE

# ROGER PEUGEOT

- ◆ “I’m sold on Niagara Conservation as the most innovative toilet manufacturer out there. I’d like to see all the wholesalers I buy from stocking them, and I’d recommend them with confidence to any of my customers.”
- ◆ About Roger the Plumber
  - Roger the Plumber founded his business in Overland Park, Kansas in 1971 and today has 18 employees and maintains 13 trucks, each stocked with 13,000 parts
  - Author, radio show host and is a popular plumbing personality and plumbing contractor
  - Named “QSC Contractor of the Year” by the Quality Service Contractor’s Association



# PROMINENT PLUMBER TESTS NIAGARA STEALTH

- ◆ “We’ve had the opportunity to put Niagara’s HET toilets to the test right here in our office, and I’m convinced that I’m seeing the way of the future.”
- ◆ “The Stealth toilet is amazing. I can’t believe the flush it produces using just 0.8 gallons.”
- ◆ “We put it in our plumbers’ bathroom here, and so far, nobody’s had anything but positive things to say about its efficient, quiet operation, and nobody’s had to flush twice.”
- ◆ “I was skeptical before we installed it, but now I’m a believer.”



# PROMINENT PLUMBER TESTS NIAGARA FLAPPERLESS

- ◆ “The Niagara Flapperless toilet design is also unique, and has performed flawlessly here in our office.”
- ◆ “It’s a fact, a heck of a lot of water gets wasted because of leaky flappers if they don’t get replaced. That happens a lot, particularly in apartment complexes or government housing where the tenants don’t pay for the water, so they just let the leaky flapper go.”
- ◆ “Niagara’s Flapperless toilet is a great innovation that’s going to save an unbelievable amount of water as more plumbers, property managers and consumers become aware of the technology.”



THANK  
YOU!