

WaterSense Accomplishments 2011



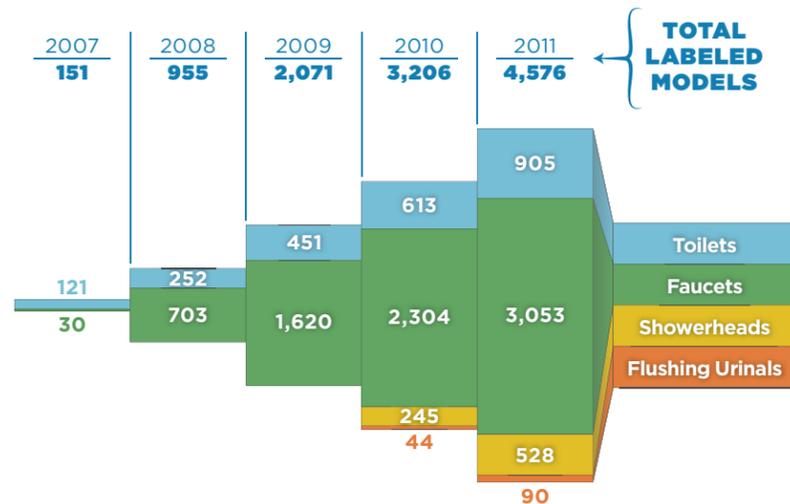
Billions & Billions Saved

WaterSense,® a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), works collaboratively with companies, organizations, and communities to encourage innovation in manufacturing and support sustainable jobs for American workers. Since 2006, the WaterSense label has made it easy for consumers to find high-performing, water-efficient products. Across the country, millions of Americans are saving water, energy, and money by installing WaterSense labeled products in their homes and businesses.

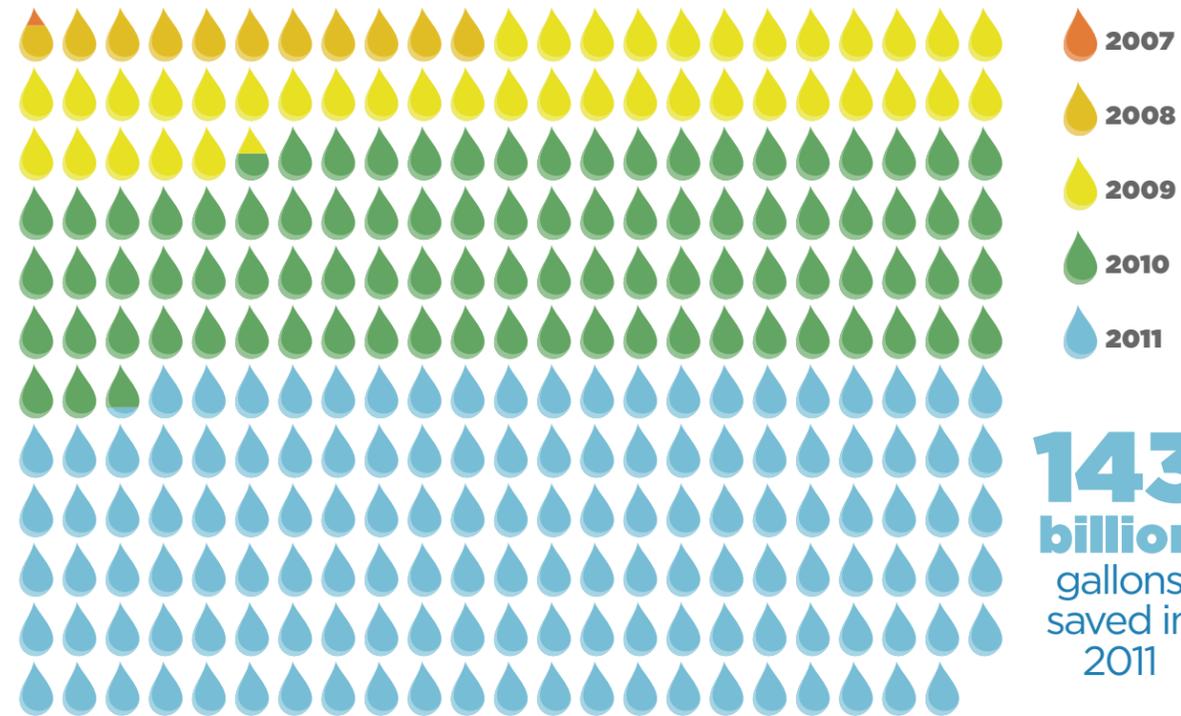
WaterSense Labeled Products



Ever since the first WaterSense labeled toilets hit store shelves in 2007, more and more product types have earned the WaterSense label, and the total number of WaterSense labeled models has continued to grow.



287 billion gallons of water saved since 2006!



143 billion gallons saved in 2011

That's enough water to supply all the homes in **Georgia** or **Arizona** for a year!

WaterSense has helped **reduce** the amount of **energy needed** to heat, pump, and treat water by **38.4 billion kilowatt hours**, enough to supply a year's worth of power to more than **3.6 million homes**...



...eliminating **13 million metric tons** of greenhouse gas emissions...

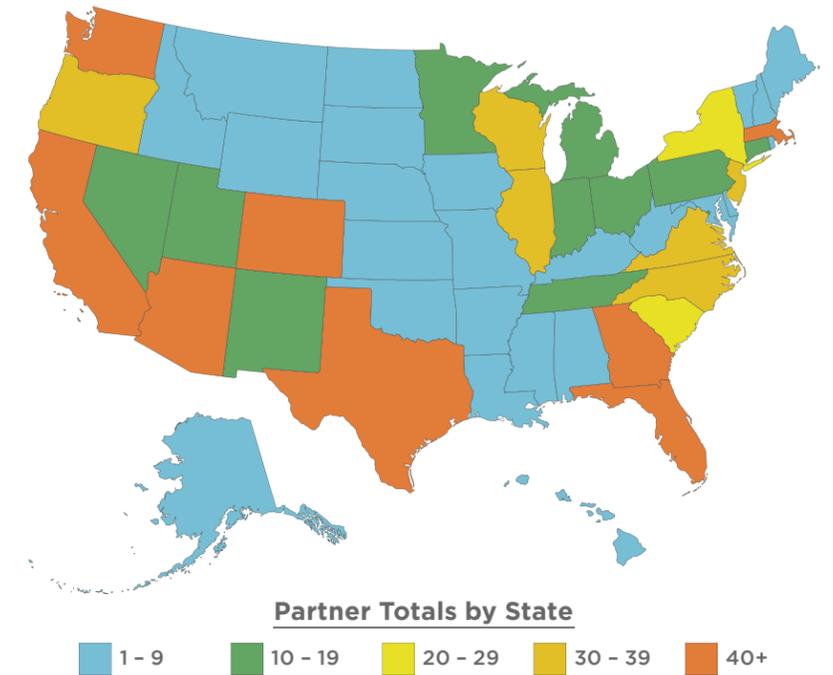


...the equivalent of planting nearly **350 million trees**...



...and **saving consumers \$4.7 billion** in water and energy bills

WaterSense has more than **1,200** organizational partners...



...and more than **1,200** irrigation partners across the country

WaterSense Labeled New Homes Across the Country

With WaterSense labeled new homes springing up coast to coast, families across the country are making water efficiency the new curb appeal. Compared to a traditional home, a WaterSense labeled new home can save a family of four 50,000 gallons of water per year and up to \$600 annually on utility bills.



*Potential indoor savings of a WaterSense labeled new home compared to a typical existing home. Potential savings from WaterSense labeled new homes are not considered in the program's total annual savings numbers.



Apopka, FL



Colorado Springs, CO



Issaquah, WA



Portland, OR



Roseville, CA

Irrigation Controllers: Getting Smart About Saving Water

In November 2011, WaterSense released a final specification for weather-based irrigation controllers, the first outdoor product category to become eligible to earn the WaterSense label. Experts estimate that up to 50 percent of commercial and residential irrigation water use goes to waste due to inefficient irrigation methods and systems. WaterSense labeled irrigation controllers operate like a thermostat for your sprinkler system, telling it when to turn on and off based on local weather data. These devices have the potential to save home and building owners a combined 110 billion gallons of water and approximately \$410 million in utility bills per year.

WaterSense in the News

As WaterSense's Fix a Leak Week and other We're for Water campaigns have shown, media attention goes a long way in increasing consumer awareness. The WaterSense program does not place paid advertising; however, the program's media outreach efforts in 2011 resulted in articles in more than 2,800 print publications and 7,500 online outlets. Major media coverage in 2011 included articles in *Scientific American*, *The Washington Post*, *Builder* magazine, FOX News, and *Good Housekeeping*.



What's Next?

WaterSense has been working to expand the number of products and programs that qualify for the WaterSense label. In 2011, WaterSense continued development on a specification for commercial pre-rinse spray valves by conducting round-robin testing with several laboratories and coordinating with stakeholder groups to develop efficiency and performance criteria. WaterSense also issued a notification of intent to consider modifying aspects of the *WaterSense Single-Family New Home Specification*, including expanding the scope of the specification to incorporate certain types of multi-family buildings. Additionally, WaterSense began research on soil moisture sensors and flushometer valve toilets.