

# A sustainable bathroom saves water and money

With so many products claiming to be green these days, it's hard to know which ones are the real deal. A great indicator for certified sustainability in the bathroom is the WaterSense label, which is granted by the Environmental Protection Agency (EPA). By learning how (and which) products meet the criteria, you can easily incorporate the best – and most eco-friendly products into your bath.

There are a number of product categories that carry the WaterSense label, making it even easier to reduce the

water usage in your home.

- **Toilets.** According to the EPA, you will likely flush the toilet nearly 140,000 times over the course of your lifetime. Switching to a WaterSense-labeled model will help you save up to 15,141 litres per year and an average of \$90 on your water bill.

Whether you're remodeling a bathroom, building a new home or simply replacing an old toilet that's past its prime, a high-performance, water-efficient option bearing the WaterSense label is definitely worth considering. As the culprit of nearly 30 percent of your home's indoor water consumption, older, inefficient toilets waste up to 42 litres every day.

- **Lavatory Faucets.** Faucets account for approximately 15 percent of indoor household water use. You can save water— even when the faucet is running — by installing a model that's certified to meet WaterSense criteria.

With countless options available in nearly every style and finish, it's easy to reduce water usage and be stylish at the sink. Plumbing manufacturers continue to transition their products to meet WaterSense guidelines, and in 2009, Moen Canada received WaterSense certifications on all of its lavatory faucets. Designed to help environmentally conscious consumers optimize water flow without sacrificing performance, the faucets feature a

5.7 litres per minute (L/min) flow rate, resulting in water conservation of up to 32 percent.

- **Showerheads.** As the newest category to earn WaterSense labeling, traditional showerheads can use up to 114 litres of water per household, per day. Installing a WaterSense-labeled showerhead could make a big difference, saving more than 8,706 litres per year.

Moen, the 2010 U.S. EPA WaterSense manufacturer partner of the year, was one of the first manufacturers to receive this certification for showerheads, with 13 models currently certified to meet WaterSense criteria. The newly certified showerheads represent every category in Moen's showering portfolio – including wall-mount, rainshower and hand shower showerheads – and feature flow rates ranging from 6.6 L/min to 7.6 L/min, versus the industry standard of 9.5 L/min. The result is water conservation of up to 30 percent.

"Best of all, the showerheads still provide a great experience without sacrificing performance," said Tim McDonough, vice president, wholesale marketing and brand development, Moen. "Moen isn't just using a restrictor to reduce flow – it has redesigned its showerheads to deliver the same level of showering consumers expect, but with less water."



A product that meets WaterSense criteria features the WaterSense label on its packaging, making it easy to spot these sustainable products at your local retail and wholesale locations. By incorporating these products into your home, you can expect exceptional performance, a lower water bill and the great feeling that comes with saving resources for future generations.

More information on this topic is available online at [www.moen.ca](http://www.moen.ca).

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