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Caroma® Sponsors WaterSmart Innovations Conference & Expo

Opening Keynote Speech from Hunter Lovins Funded by Leading Toilet Manufacturer's Platinum Sponsorship; Caroma Exhibiting at WaterSmart Innovations Booth # 207

Surrey, British Columbia – To continue its ongoing support of water conservation and sustainable technologies, Caroma USA is one of three platinum-level sponsors of the 2010 WaterSmart Innovations Conference & Expo in Las Vegas, NV from October 6-8, 2010. Caroma's sponsorship includes the WaterSmart Innovations opening session with keynote speaker and "Natural Capitalism" advocate Hunter Lovins beginning at 9:15 am on Wednesday, October 6, 2010. Known as the worldwide leader in high efficiency dual flush toilets for commercial and residential use, Caroma will also be exhibiting their innovative and stylish toilets on the show floor at booth #207.

Named "Green Business Icon" by *Newsweek* magazine in 2009 and "Hero of the Planet" in 2000 by *Time* magazine, Lovins has been an author, educator and promoter of sustainable development for over 30 years. As president and founder of Natural Capitalism Solutions, she consults with senior public and private sector decision-makers to develop strategies that enable companies, communities and countries to become more sustainable. Lovins has also authored and co-authored numerous books including *Brittle Power* (1982), *Energy Unbound* (1986), *Factor Four-Doubling Wealth, Halving Resource Use* (1997), *Green Development* (1998) and *Natural Capitalism* (1999), along with hundreds of papers and articles on sustainability.

"Caroma has been a tireless supporter of sustainable technologies for many years now and therefore we're very excited to support the industry by becoming a platinum sponsor of the WaterSmart Innovations Conference & Expo," said Derek Kirkpatrick, North America General Manager. "With her amazing background in sustainable development and consultation, Caroma believes Hunter Lovins is the perfect choice to keynote the opening sessions."

Beginning with the worldwide introduction of the two-button dual flush toilet system in 1982, Caroma has been known for developing breakthrough bathroom technologies to support water conservation. Since the introduction of the 1.6 / 0.8 gallon (6 / 3 liters) dual flush system in 1993, Caroma has been considered the global leader in reduced flush technology. Unlike low-flow toilets first introduced to the US market, Caroma toilets are high-performance, and extremely environmentally responsible. Committed to water conservation technologies for 70 years and remaining dedicated to promoting sustainability, Caroma continues to collaborate with high profile environmental organizations such as Global Green and the EPA.

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To aid in the company's commitment to changing the way bathroom water is used and conserved, Caroma is involved in many community, commercial and development projects in an effort to create a more water conscious world. As a key sponsor of Global Green's "Greener Cities for a Cooler Planet" pre-Oscar event for the past three years, Caroma has donated their water-saving Smartflush® toilets to display throughout the venue and gifting suite. Many hotels, apartment complexes and other facilities across North America have installed Caroma products in efforts to conserve bathroom water and sometimes meet LEED (Leadership in Energy and Environmental Design) Gold certification requirements developed by the U.S. Green Building Council.

Can One Flush Make a Difference?

Absolutely! If just one person uses a high efficiency toilet (HET) for one year then they will save approximately 330 gallons of water (based on the average three flushes of water per day). Further, if your toilet is from the 1980's when new toilets were regulated to use 3.5 gallons of water per flush, you would save 2,410 gallons per year by switching to an HET! If 2000 people switched to HETs, in one year they would be able to fill an Olympic sized swimming pool with THE WATER SAVED: 660,430 gallons. If 50% of the 238 million toilets in the US that are high-flow (3.5 gallons per flush or more) were converted to a dual flush toilet, 1.4 trillion gallons of water could be saved per year!

Founded in 1941, Caroma remains the world leader in quality and innovative bathroom products. In 1982, Caroma revolutionized bathroom water conservation by introducing the first dual flush toilet system to the world. By leading the industry with 47 WaterSense certified toilets, more than any company in the market, and providing water conserving toilet and urinal solutions to residential and commercial markets, the award-winning Caroma products help preserve the world's most valuable resource – water. Combining quality, water saving innovations, aesthetic appeal and superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish designs. Visit Caroma on the web at www.caromausa.com.

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