



Contact:

DRS and Associates
David Schlocker
Brynn Whitfield
T: 818.981.8210 / F: 818.981.8220
E: david@drsandassociates.com
brynn@drsandassociates.com

**FOR IMMEDIATE RELEASE:
October 7, 2010**

EPA WaterSense® Award Presented to Caroma®

Surrey, British Columbia – Caroma, the worldwide leader in high efficiency dual flush toilets for commercial and residential use, was recently recognized by the U.S. Environmental Protection Agency's (EPA's) WaterSense program for helping to promote water efficiency. Caroma earned an Excellence Award for its impressive number of WaterSense labeled products in the marketplace—all 47 of its floor-mount, dual-flush toilet models. The EPA announced the winners at the WaterSmart Innovations Conference in Las Vegas, Nevada, during its second annual WaterSense awards banquet, co-hosted with the Alliance for Water Efficiency yesterday evening, October 6, 2010.

With 47 WaterSense labeled toilets— more than any company in the industry— Caroma is known for developing breakthrough bathroom technologies that support water conservation. Caroma was the first to develop dual flush systems in 1982; with dual flush toilets, water usage can be reduced by 44% compared with traditional toilets that use 1.6 gallons in a single flush and by more than 76% if using a 3.5 gallons per flush (gpf) toilet. In 1993, Caroma took water conservation to a new level with the introduction of its award-winning Smartflush® technology.

Smartflush toilets surpass both the U.S. federal requirement of no more than 1.6 gpf for new toilets, as well as the North American high efficiency toilet (HET) standard of 1.28 gpf. All 47 of Caroma's floor-mount, dual-flush toilets boast one of the lowest water consumption in the market today.

"We are deeply honored and grateful to receive an Excellence Award, and we are proud to be a leader in the effort to preserve the world's most valuable resource," said Derek Kirkpatrick, Caroma North America General Manager. "Caroma has been a tireless supporter of sustainable technologies for more than 70 years, and we look forward to strengthening our commitment to changing the way bathroom water is used and conserved."

The WaterSense program's more than 2,000 partners help save water for future generations by promoting water efficiency and WaterSense labeled products. Yesterday, the EPA named four of these partners as the 2010 WaterSense Partners of the Year and also announced a select handful of Excellence Awards, a new expansion of the WaterSense awards program to recognize additional organizations and individuals whose WaterSense support stood out in one or more of the evaluation categories. To learn more about the WaterSense awards winners, visit www.epa.gov/watersense.

- more -





Derek Kirkpatrick, Caroma North America General Manager, accepts 2010 Excellence Award from the EPA WaterSense® Program.

About WaterSense®

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water with water-efficient products, new homes, and services. For more information on WaterSense, visit www.epa.gov/watersense.

About Caroma®

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.

###