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**Caroma® Wins Second Prestigious Green Innovation Award**

*Shortly After Winning the EPA WaterSense® Excellence Award, BUILDING PRODUCTS Magazine Presents Industry Leader with its Coveted Green Product Award*

**Washington, D.C.** – Caroma®, the worldwide leader in high efficiency dual-flush toilets for commercial and residential use, was recognized by *BUILDING PRODUCTS Magazine* for representing the best new products that contribute to green-built homes— products that bring the most value to builders, remodelers, architects, or their clients. Caroma was the recipient of the magazine’s third annual, Green Product Award for their Profile Smart— a unique bath product that integrates a hand-washing basin and faucet with a dual-flush toilet.

Winners were judged on their green and sustainable attributes, including but not limited to energy efficiency, resource efficiency, and/or health and comfort. Each product was also evaluated on its innovation and overall value to residential construction professionals employing green building practices. The winners will be featured in the Fall 2010 issue of *BUILDING PRODUCTS Magazine* and on ebuild.com.

“We’re honored to receive this recognition from such a prestigious publication,” 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.”

“With the sustainable building movement going strong, the market has been flooded with green-labeled products,” said Jean Dimeo, editorial director for *BUILDING PRODUCTS* and its website, ebuild.com. “The winners of the annual Green Product Awards stand out from the pack by not only contributing to an environmentally friendly, durable or healthy home, but also by boasting innovative features, eye-catching aesthetics, or other valuable benefits to the contractor and the consumer.”

**Profile Smart**

The Profile Smart is a multi-purpose fixture for the bathroom that combines a hand-wash basin and faucet with a dual-flush toilet for the ultimate in water conservation. After using the toilet, the system directs fresh water through the integrated faucet for washing hands. The water then drains into the toilet tank where it remains until it is used for the next flush. In addition to the high efficiency dual-flush technology featured in the Profile Smart, the fixture also creates a sustainable use for sink water that typically goes down the drain.

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### **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](http://www.caromausa.com).

### **About BUILDING PRODUCTS**

Published by Hanley Wood, LLC, *BUILDING PRODUCTS* is the premier information source for builders and remodelers searching for what's new in building materials and products. 50,000 high-volume builders and remodelers count on *BUILDING PRODUCTS* for up-to-date information on the newest and most innovative products in the industry.

### **About Hanley Wood**

Hanley Wood, LLC is the premier media and information company serving housing and construction. Through media event and marketing platforms, the company produces award-winning magazines and websites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Business Media (Washington, D.C.), publishes more than 30 award-winning residential and commercial construction titles, including *METALMAG*, *ECOHOME*, *BUILDER*, *REMODELING*, *CUSTOM HOME*, *ARCHITECT*, and *RESIDENTIAL ARCHITECT*. Hanley Wood Business Media also offers the construction industry's foremost collection of websites, including Builder Online, Remodeling Online, and ebuild, the comprehensive online guide to building products, as well as the largest collection of house plans online through eplans.com and Dream Home Source. Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

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