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Caroma® – Pioneer of Dual-Flush Technology – Launches New Website

User-Friendly Interface and Streamlined Design Allows for Easier Navigation

Surrey, British Columbia – Caroma®, the worldwide leader in high efficiency toilets and pioneer of dual-flush technology, has launched a new website featuring a consumer friendly and intuitive design. The improved layout provides smoother navigation and the most up-to-date information on the company's new products and features.

The front page of the new website features a large header for product photography with three rotating, high-quality images of Caroma products in beautiful bathroom settings. In addition to the enhanced menu above the image, another simplified menu is super-imposed on the header images listing the products, conservation and inspiration menu options. Below the header is Caroma's branding statement that is followed by a list of the most recent news and events.

"Caroma has been known for breakthrough bathroom innovations, exceptional performance and stylish design for many years, and now our website reflects our products," said Derek Kirkpatrick, North America General Manager of Caroma. "The new website will cultivate consumer awareness regarding HET's and the growing importance of dual-flush technology, and at the same time, foster Caroma's brand awareness and ultimately drive sales."

With the new website, Caroma looks to achieve its goal of increasing consumer awareness of high-efficiency toilets (HETs) and the importance of water conservation. The new site showcases the stylistic and innovative design of Caroma's high performance dual-flush toilets, sinks, and other bathroom products. Additionally, Caroma will update the website with fresh content and features such as new product announcements, related events, contests and more.

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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. For additional information, please contact DRS and Associates at 818.981.8210 or www.drsandassociates.com.

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