



## Press Release

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## Caroma Introduces Waterless Urinal using Breakthrough Technology

*Maximizing water conservation in the bathroom*

**HILLSBORO, OREGON – October 16, 2008** – Caroma, the leader in dual flush toilets, urinals, and stylish bathroom sinks, announces the newest high efficiency waterless urinal (HEU): **H<sub>2</sub>Zero™**. The H<sub>2</sub>Zero urinal utilizes breakthrough technology to use zero water for optimum performance and water conservation.

The vitreous china urinal addresses key challenges that have been associated with other waterless urinals, including performance, operation, odor management, durability, and waste build-up, ensuring a consistently superior product. The H<sub>2</sub>Zero's unique patented cartridge technology does not use an oil-based seal, as traditionally used in waterless urinals. Within the cartridge is a Bio Fresh deodorizing block that is activated during use. The Bio Seal™ allows urine to pass through the seal freely, eliminating unnecessary waste build-up within the cartridge. The Bio Seal, which lasts up to 10,000 uses, also acts as a one-way airtight valve to seal the cartridge from the drainage system.

As urine flows into the cartridge and around the Bio Fresh deodorizing block, heat from the urine activates and emits a lemon fragrance. The urine then flows through the Bio Seal valve and into the drainline. The Bio Seal closes, protecting against back-pressure situations. This operation guarantees superior performance and hygiene.

“Caroma has been a leader in producing advanced technology for use in bathroom products for many decades,” states Derek Kirkpatrick, North America Manager. “The H<sub>2</sub>Zero urinal is another example of taking water conservation to the extreme. Other companies offer waterless urinals, however the unique technology used in this new urinal also provides maximum performance, including managing odors and waste build-up while minimizing service required.”

To service the urinal, the H<sub>2</sub>Zero's cartridge tool is used to remove the grate and access the internal components. The Bio Fresh deodorizer and Bio Seal can then be removed and replaced as required. This touch-free tool ensures no direct contact with the replacement components, and no special disposal method is required.

For more information on the H<sub>2</sub>Zero and other Caroma high efficiency products, email [info@caromausa.com](mailto:info@caromausa.com) or visit [www.caromausa.com](http://www.caromausa.com).

## **About Caroma**

Since 1941, Caroma has been a world leader in quality and innovation of bathroom products, continually providing reliable, high efficiency toilet suites and urinals and stylish sinks. With 41 WaterSense labeled toilets – more than any company in the industry - and complimentary, stylish sinks, Caroma offers award-winning products that help preserve the world's most valuable resource - water. Combining quality, water-conserving products with superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish design. The company can be contacted by phone at 1 800 605 4218, via email at [info@caromausa.com](mailto:info@caromausa.com), or on the Web at [www.caromausa.com](http://www.caromausa.com).

*High resolution images available. Contact Cathy McFadden at [cmcfadden@lthmarketing.com](mailto:cmcfadden@lthmarketing.com).*

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