



Press Release

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Caroma Introduces High Efficiency Toilet with Integrated Sink

Profile Smart HET for even more water conservation in the bathroom

HILLSBORO, OREGON – June 23, 2009 – Caroma, the leader in dual flush toilets, urinals, and stylish bathroom sinks, announces the newest and extremely innovative high efficiency toilet (HET): the Profile Smart. The Profile Smart HET incorporates a sink into the lid of the toilet tank for increased water savings opportunities in the bathroom.

The Profile Smart with integrated sink features Caroma Smart™ technology, developed and mastered over the last decade, delivering the ultimate combination of design, water savings, and performance. Like all Caroma toilets, the Profile Smart is dual flush, using 1.28 gallons of water per flush (gpf) for a full flush and 0.8 gpf for the half flush. This averages just under 0.9 gpf, which can save the average family of four more than 5000 gallons annually by replacing a 1.6 gallon toilet, more than 11,000 gallons compared to a 2.5 gallon toilet, and nearly 19,000 gallons per year compared to a 3.5 gallon toilet! The amount of water savings increases when you also use the integrated sink to wash your hands.

The Profile Smart features the following:

- Dual flush, using 1.28/0.8 gallons per full/half flush (averaging under 0.9 gpf)
- Integrated sink in the tank lid
- Easy installation
- Washdown technology to push waste from the bowl
- Large trapway, virtually eliminating blockages
- WaterSense labeled

When the Profile Smart is flushed, fresh cold water is directed through the faucet for hand washing. This water then drains into the tank to be used for the next flush. This unique water and space saving design features chrome buttons built-in to the tapware design. It also features a large trapway, nearly double the industry average, virtually eliminating blockages and overflows. The installation process is quick and easy and does not require any special instructions.

“Caroma has been a leader in producing innovative bathroom products and technologies for more than 25 years,” states Derek Kirkpatrick, North America General Manager. “The Profile Smart’s unique design, high quality features, and greater water savings than a traditional high efficiency toilet, we are continuing our commitment to expand the Caroma offering to improve water savings in the bathroom wherever possible. In addition to averaging just 0.9 gallons per flush, the integrated sink enables us to conserve even more water.”

The Profile Smart, first introduced in Australia in 2007, has won several awards worldwide. In 2008, it received the *Popular Mechanics* Product Breakthrough Award. It also won the 2007 GreenPlumbers® Water Efficient Product of the Year and overall Product of the Year awards. The Profile Smart with integrated sink is WaterSense labeled, a partnership program sponsored by the U.S. Environmental Protection Agency. The Profile Smart has been tested to use at least 20% less water than the current federal standard while still providing equal or superior performance.

For more information on the Profile Smart and other Caroma high efficiency products, email info@caromausa.com or visit 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 dual flush toilet suites and sinks. With 45 WaterSense labeled toilets, more than any company in the industry, 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, or on the Web at www.caromausa.com.

High resolution images available. Contact Cathy McFadden at cmcfadden@lthmarketing.com.

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