

look for



2013 WaterSense®

# Award Winners Drive Savings

Since the program's inception in 2006, WaterSense labeled products have helped Americans save 487 billion gallons of water and \$8.9 billion in water and energy bills. In 2012 alone, WaterSense labeled products saved 202 billion gallons of water, nearly doubling the amount saved in all previous years! Working collaboratively, WaterSense partners continue to drive innovation in manufacturing and support sustainable jobs for American workers, all while helping consumers save water, energy, and money.

The U.S. Environmental Protection Agency (EPA) is pleased to recognize seven WaterSense Partners of the Year and six Excellence Award winners for helping to advance and promote

WaterSense and water efficiency throughout 2012. WaterSense is also acknowledging two partners who have received repeated recognition for their exemplary efforts with its first-ever Sustained Excellence awards.

To qualify for a Sustained Excellence Award, a partner must have won three WaterSense Partner of the Year awards within the past five years, and must have applied each of those years.

## 2013 SUSTAINED EXCELLENCE AWARD WINNERS

### Kohler Co.

As a three-time WaterSense Manufacturer Partner of the Year and two-time WaterSense Excellence Award winner, Kohler Co.'s sustained water efficiency efforts have evolved into a multifaceted, one-stop-shop website for those interested in curbing their water waste.

SaveWaterAmerica.com features WaterSense labeled products, consumer tips to save water, and a calculator



that allows consumers to easily estimate the savings achieved by WaterSense labeled products.

Kohler's efforts to promote WaterSense weren't limited to just one website. In 2012, the company's social media team promoted the benefits of WaterSense labeled products to nearly 500,000 Facebook fans and more than 40,000 Twitter followers. On YouTube, Kohler brought water-saving products to digital life in educational videos that drew the attention of more than 1 million online viewers. Keeping its WaterSense-related media activities diverse and widespread, Kohler also garnered 127 print placements and 50 television hits.

In addition to online promotions, social media, and traditional advertising, the company's presence at conferences, trade shows, and industry events helped keep the WaterSense brand in the spotlight across the country. In 2012, Kohler featured WaterSense labeled products in its booths at such events as the International Builders Show in Orlando, Florida; the Kitchen/Bath Industry Show in Chicago; and Greenbuild in San Francisco. Kohler also participated in The Home Depot's 2012 Earth Day Celebration in New York City, where its team took big water savings to the Big Apple by demonstrating the flushing performance of a WaterSense labeled toilet in the middle of Times Square to thousands of consumers.

### Lowe's Companies, Inc.

A three-time Retailer Partner of the Year and 2011 Excellence Award winner, Lowe's Companies, Inc., showed no signs of slowing down in 2012. Once again, Lowe's efforts to promote WaterSense labeled products, educate consumers, and participate in marketing campaigns across the country contributed to the success of the WaterSense program.

Last year, Lowe's significantly increased the number of WaterSense labeled showerheads it carries and ensured all lavatory faucets in Lowe's stores were WaterSense labeled. As part of its continued efforts to broaden its promotional outreach, Lowe's developed a smartphone application that employees can use to find rebates for customers interested in WaterSense labeled products. It also increased accessibility to WaterSense labeled models by leveraging bilingual product information on Lowes.com.

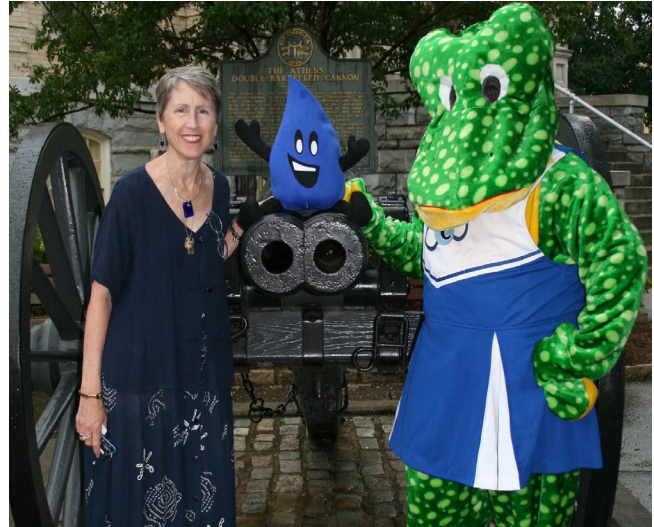
In addition to its in-store and online product promotions, Lowe's worked closely with the Wyland Foundation, a fellow WaterSense partner, to spearhead the National Mayor's Challenge for Water Conservation; sponsored the Arizona Municipal Water Users race during Fix a Leak Week 2012; and supported WaterSense's Shower Better campaign by teaming up with WaterSense partners Moen Incorporated and Delta Faucet Company. As part of its Shower Better collaboration with Delta, Lowe's provided a 10 percent discount to consumers who purchased one of Delta's then newly released WaterSense labeled showerhead models.



### PROMOTIONAL PARTNER OF THE YEAR

#### Athens-Clarke County Public Utilities Department

The Athens-Clarke County Public Utilities Department in Georgia might only have two employees serving in its Water Conservation Office, but that didn't stop the utility from ramping up its WaterSense promotional efforts in a big way in 2012. Its website, ThinkattheSink.com, engages home and business owners on the importance of WaterSense labeled products and shares information on local water-smart landscaping workshops and more. In an effort to advance the WaterSense message to an even broader audience, Athens-Clarke County increased its social



Former Athens-Clarke County Mayor, Heidi Davison, and the county's water efficiency mascot, Lily Anne Phibian, show WaterSense's spokesperson, Flo, around town.

media presence and outreach efforts. Leveraging the utility's longtime friendship with WaterSense's spokesperson, Flo, the utility's very own water conservation mascot Lily Anne Phibian provides daily water-saving guidance to children and the young at heart.

In support of Fix a Leak Week 2012, Athens-Clarke County celebrated by hosting a dozen presentations on finding and fixing leaks. The utility partnered with the University of Georgia to hold "Train the Trainer" workshops, which instructed volunteers on conducting water use audits; suggesting water efficiency tips to local residents and organizations; and distributing WaterSense labeled faucet aerators, showerheads, and toilets. The week culminated with the installation of WaterSense labeled fixtures in a community building, ultimately reducing the building's water use by 50 percent.

Athens-Clarke County also tackled larger buildings' water use with the launch of its pilot Commercial Water Conservation Program in conjunction with the Altamaha Riverkeeper Oconee Project. This program leveraged *WaterSense at Work: Best Management Practices for Commercial and Institutional Facilities* to target high water-using restaurants in the area. After conducting water use audits at three local restaurants, WaterSense labeled products were recommended based on the results. The official Commercial Water Conservation Program will open to all of the restaurants in the county in winter 2013.

## MANUFACTURER PARTNERS OF THE YEAR

### Delta Faucet Company (Large Manufacturer)

Now a two-time WaterSense Manufacturer Partner of the Year, Delta Faucet Company's continued efforts to support WaterSense labeled products and water efficiency is illustrated by its product inventory—100 percent of its lavatory faucets and showerheads have met EPA's efficiency and performance criteria. And in 2012, the company expanded its efforts by earning the label for its water-efficient toilets.

In addition to promoting WaterSense labeled products year-round, Delta launched a collaborative, coast-to-coast water efficiency campaign in celebration of Fix a Leak Week 2012. Teaming up with several utility partners in cities across the United States, the



manufacturer donated its WaterSense labeled showerheads and worked with volunteers to install them and other water-saving products in nearly 2,000 housing units in 10 different cities. Delta's Fix a Leak Week efforts resulted in more than 7 million gallons in estimated annual water savings.

Delta also worked with WaterSense partners The Home Depot and Lowe's to promote water efficiency at various events. For the second year in a row, Delta participated in The Home Depot's Earth Day Celebration in Times Square by displaying WaterSense labeled faucets in the event's model home. Delta also teamed up with Lowe's during its 2012 Earth Day Weekend, staffing more than 150 of its stores with Delta employees and creating in-store displays that promoted WaterSense labeled products to consumers. What's more, Delta went above and beyond when it sponsored HGTV's Dream Home, which featured WaterSense labeled products throughout.

### Niagara Conservation Corp. (Small Manufacturer)

Niagara Conservation Corp.'s company philosophy is to provide innovative products that conserve water without sacrificing performance. Ninety-six percent of its core product line of toilets, showerheads, and lavatory faucet accessories were WaterSense labeled in 2012—a nearly 10 percent increase compared to 2011. Through employee education, partner collaboration, and social media promotion, Niagara continued to demonstrate a strong commitment toward these

reputable water-efficient products in 2012. Niagara also requires that its marketing staff become familiar with the WaterSense program and adhere to the latest WaterSense label use guidelines.

In 2012, with the help of utilities and trade partners such as Green Plumbers USA, Niagara took its corporate culture to new, water-efficient heights by rolling out Niagara Green City, a program that offers water- and energy-efficient products to consumers in an effort to build more sustainable communities. Niagara also created, and continues to develop, numerous conservation kits with WaterSense labeled products branded for utilities and plumbers to distribute throughout their communities to help consumers save water and energy.



In addition to its collaborative measures, the company implemented online and social media strategies to take Fix a Leak Week to the next level of creativity with a "Finding Flo" scavenger hunt. This unique children's activity raised awareness about wasting water while encouraging visitors to find the WaterSense spokesperson.

## RETAILER PARTNER OF THE YEAR

### The Home Depot

For the second consecutive year, The Home Depot was recognized as the WaterSense Retailer Partner of the Year for demonstrating its devotion to promoting WaterSense throughout all of its U.S. stores to both shoppers and staff. Behind the scenes,



Home Depot uses its *Green Team Training Guide* to educate store associates on the water-efficient products they sell. In the public eye, the retailer's "Eco Options" website helps consumers to find WaterSense

labeled products, highlights the benefits of labeled products, and features water savings calculators. With more than 2.5 million hits in 2012 and counting, there's no question that the website has been successful in reaching consumers with the water efficiency message.

To increase public awareness of the WaterSense brand, The Home Depot promoted the We're for Water campaign and Fix a Leak Week 2012 through

blogs, online banner ads, and several broadcast radio spots. The company supplemented its efforts by targeting professional contractors with educational resources on WaterSense labeled products. In turn, the contractors were able to effectively communicate the value of water-efficient products to homeowners and industry professionals through a variety of internal and external channels.

The Home Depot also partnered with other stakeholders, including manufacturers and utilities, to establish and support local rebates on WaterSense labeled products. As a result, customers benefitted from more than \$33 million in product markdowns. The increased number of product incentives helped make possible a 7 percent sales increase in WaterSense labeled products in 2012—double the company average compared to previous years!

### BUILDER PARTNER OF THE YEAR

#### KB Home

KB Home earned its third consecutive Builder Partner of Year award by continuing to break new ground in 2012 with the construction of WaterSense labeled new homes. The company's commitment to sustainable building is exemplified by its ZeroHouse 2.0 model home constructed in the Washington, D.C., area in 2012. KB Home's ZeroHouse 2.0 model homes are designed to achieve net-zero energy use and the highest levels of resource efficiency with the help of WaterSense labeled products. The company has also earned the WaterSense label for ZeroHouse 2.0 homes in Texas, Florida, and California.



Waldorf, Maryland, is home to this ZeroHouse 2.0 model, a WaterSense labeled home built by KB Home that also achieves net-zero energy use.

Along with constructing new homes, KB Home consistently promoted WaterSense and water efficiency through external promotional outlets and internal programs in 2012. To equip consumers with the information necessary to prioritize water efficiency in the process of building their dream home, KB Home employees received training materials and sales tools designed to educate homebuyers about the benefits of a home with WaterSense labeled products inside and out.



Employees are also trained on KB Home's Built to Order™ program, in which homebuyers can select from a variety of WaterSense labeled products and additional water-efficient features at the KB Home Studio. To encourage water efficiency outside the home, KB Home worked with WaterSense manufacturer partner, Hunter Industries, to advance the production of irrigation controllers that are tested and certified to meet the WaterSense criteria.

### PROFESSIONAL CERTIFYING ORGANIZATION PARTNER OF THE YEAR

#### Irrigation Association

WaterSense is pleased to announce its first-ever Partner of Year in the professional certifying



organization category—the Irrigation Association. Through its extensive efforts in partner recruitment and promotion of WaterSense, the Irrigation Association has worked to make its water-efficient certifications more accessible across the country. By collaborating with states across the nation to promote labeled program certifications as a prerequisite for a state irrigation contractor license, the organization also catalyzed a steady increase in the demand for certified professionals, labeled products and water-smart landscapes.

In addition to its collaborative efforts, the Irrigation Association worked to promote WaterSense labeled products and program partnership perks to a multitude of industry stakeholders. Part of these efforts included building momentum for WaterSense labeled irrigation controllers and the WaterSense new homes program at the 2012 WaterSmart Innovations Conference in Las Vegas, Nevada. In St. Augustine, Florida, the Irrigation Association hosted the Point of Connection

Conference, delivering a keynote presentation outlining the benefits gained by partnering with WaterSense.

Not only did the Irrigation Association educate others on the advantages of WaterSense labeled products, the organization also played a behind-the-scenes role by providing information about testing protocols that helped the development of EPA's Notice of Intent to label soil moisture-based control technologies.

### IRRIGATION PARTNER OF THE YEAR

#### John Taylor

True to Texan form, John Taylor went above and beyond to promote WaterSense labeled products and water-efficient practices in 2012. As president of Taylor Irrigation Service, Inc., Taylor worked with customers and landscaping company owners in the greater



Houston area to educate them on the selection of native plants, appropriate watering schedules, and efficient irrigation systems. This certified Texas Landscape Irrigation Auditor also installed WaterSense labeled irrigation controllers and used the guidelines from

the WaterSense new home specification to design water-efficient irrigation systems. By overhauling his company's business model to focus on water-smart, efficient landscape and irrigation practices, Taylor contributed to the proliferation of healthy, sustainable landscapes throughout his community.

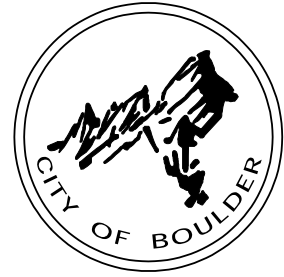
In support of his new business model, he maintained an extensive website with information on WaterSense labeled weather-based irrigation controllers and an active social media presence on Facebook, Twitter, and LinkedIn. Taylor also hosted an online blog and e-magazine promoting water-saving tips and ideas, as well as links to WaterSense materials to encourage water conservation among a general audience.

### EXCELLENCE IN PROMOTING WATERSENSE LABELED PRODUCTS

#### City of Boulder Public Works/Utilities

Rethinking the structure of traditional incentive programs, the City of Boulder, Colorado, Public

Works/Utilities' innovative "Freebate" program made its debut in 2012. The new program provided free WaterSense labeled toilets to customers who agreed to pay for the toilet's proper installation. The utility also worked with the city's energy staff to ensure WaterSense labeled showerheads were distributed when conducting energy retrofits. This change resulted in the installation of nearly 300 WaterSense labeled showerheads. The city also held several Fix a Leak Week events with local hardware stores to promote WaterSense labeled products and sent meter leak detection postcards to customers whose meters were flagged for 24 hours of continuous use.



### EXCELLENCE IN STRATEGIC COLLABORATION

#### Colorado Springs Utilities

In the wake of a destructive wildfire in the Waldo Canyon community, Colorado Springs Utilities (CSU) saw an opportunity to help the community rebuild with efficiency, conservation, and performance in mind. As part of the rebuilding process, the utility worked with the nonprofit organization Colorado Springs Together.



Colorado Springs Utilities

*It's how we're all connected*

The two organizations promoted the adoption of WaterSense labeled products to

builders, homeowners, and the community by developing a \$750-per-home rebate to builders constructing WaterSense labeled new homes; offering rebates for WaterSense labeled toilets and weather-based irrigation controllers in reconstructed homes; and consulting consumers on water-wise landscapes.

The utility offered expertise and financial relief to affected homeowners while also promoting the installation of WaterSense labeled products in newly reconstructed homes. In 2012, CSU also collaborated with developer Balfour Beatty Communities to design more efficient military homes at the Fort Carson U.S. Army post and worked with students at the University of Colorado seeking to have WaterSense labeled showerheads installed in campus dorms.

## EXCELLENCE IN OUTREACH AND EDUCATION

### Public Service Commission of Wisconsin



As an organization that partners with many of Wisconsin's large and small public utilities, the Public Service Commission of Wisconsin (PSCW) is in a unique position to spread the

word about water efficiency and the WaterSense program across the state. In 2012, PSCW gave presentations at trade shows, conferences, and throughout communities, extolling the benefits of WaterSense partnership to its members. In order to increase public awareness of the WaterSense brand, PSCW promoted the program via press releases, newsletters, radio advertisements, and online. In all, these outreach efforts resulted in 15 new WaterSense utility partnerships in 2012.

### Town of Sharon

Through concentrated education and outreach tactics, water efficiency is catching on in the Town of Sharon, Massachusetts. Supported by the Neponset River Watershed Association, the Town of Sharon educated local citizens on the benefits of water efficiency.



Starting with its youngest citizens, an in-school initiative taught students about water conservation and provided take-home materials to educate parents about water efficiency in the home. The Town of Sharon also held a competition that challenged high school students to develop an effective and informative public service announcement on the topics of water efficiency and conservation, videos for which were broadcast on the town's local cable station. In addition, the town celebrated Fix a Leak Week 2012 in style by stringing a banner across the town's Main Street and encouraging all residents to install WaterSense labeled products and embrace water-efficient practices at home.

## EXCELLENCE IN PROMOTION

### Sonoma-Marín Saving Water Partnership

Representing 10 water utilities in Sonoma and Marin Counties in California, the Sonoma-Marín Saving Water Partnership (SMSWP) effectively implements water efficiency projects across the region. Throughout 2012,

SMSWP promoted efficient outdoor water use and irrigation practices by working with utilities and other organizations both locally and nationally to adopt the WaterSense labeled Qualified Water Efficient Landscaper program for certifying irrigation professionals. SMSWP also conducted outreach to irrigation professionals about the benefits of labeled certification programs and WaterSense partnership and developed consumer education initiatives



designed to explain the importance of water-efficient irrigation and the availability of trained and certified irrigation professionals. As a result of these efforts, Sonoma and Marin County residents became much more aware of the importance of water-smart landscapes.

## EXCELLENCE IN CONSTRUCTION OF AFFORDABLE WATERSENSE LABELED NEW HOMES

### Habitat for Humanity of Metro Denver

In 2012, Habitat for Humanity of Metro Denver in Colorado embarked upon the ambitious task of incorporating enhanced water and energy efficiency into its affordable housing designs for deserving families. The organization worked with local WaterSense partners to pilot a new program that aligned its pre-existing building plans with the WaterSense new home specification. Despite limited



resources throughout the project, the pilot successfully completed two

homes earning the WaterSense label. The project stands as a testament to the possibility and practicality of incorporating water efficiency in residential construction designs of all shapes and sizes, proving that homeowners of any income level can benefit from a WaterSense labeled new home.

WaterSense congratulates all of the 2013 Sustained Excellence Award winners, Partners of the Year, and Excellence Award winners. For more information about the WaterSense Partner of the Year awards, and to learn about the benefits of partnership, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).