

**NEWS: For Immediate Release**

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## HIT THE SHOWERS!

### ***High-Efficiency 1.75 GPM Showerheads Save Water, Energy, and Money***

**Morrow, GA – November 11, 2009 --** America is a shower culture, and the shower has become one of the major water consumers in the home, accounting for nearly 17% of



residential indoor water use, approximately 30 gallons per day. Across the US, the daily shower accounts for almost 1.2 trillion gallons of water per year, enough water to meet needs of New York and New Jersey for a year. Some showers are equipped with a showerhead that consumes 2.5 gallons per minute (gpm) as mandated by the Energy Policy Act of 1992; however, many homes were constructed before modern plumbing codes; their showerheads can consume as much as 4 to 8 gallons of water.

“Homeowners could save more than 2,300 gallons of water per year by installing TOTO 1.75 gallons per minute (gpm) High-Efficiency Showerheads, which will reduce the demand on their water heaters, so they will save energy, too,” said Lenora Campos, company

spokesperson. “In fact, they would save 300 kilowatt hours annually, which is enough electricity to power a television for approximately a year. Extrapolated to the country as a whole, if every household in the US household installed TOTO high-efficiency showerheads, the country would save more than 250 billion gallons water, more than \$1.5 billion in water utility bills, and approximately \$2.5 billion in energy costs for heating water.”

### **SMA Technology**

TOTO’s high-efficiency showerheads utilize its exclusive Shape Memory Alloy (SMA) Thermostatic Mixing Valve features a nickel and titanium alloy coil that responds to temperature changes more quickly than traditional wax thermostatic mixing valves. This

—more—

proprietary SMA enables bathers to enjoy a relaxing showering experience at a responsible 1.75 gpm without the fear of sudden changes in water temperature. It further enhances their enjoyment by suppressing water hammer at its end, that



unpleasant banging sound that results when water rushing through pipes is brought to a quick halt, creating a kind of shock wave and hammering noise.

### **Lloyd SMA Square Rain Showerhead**

A new element in the full-line luxury bath collection of the same name, the Lloyd Square Showerhead is designed complement its bath and lavatory faucets, providing a consistent design aesthetic among the lavatory, bath, and showering components within the bath space. Its single-function high performance showerhead features copious spray nozzles distributed across an 8" or 10" spray

face to provide an immersive showering experience at a mere 1.75 gpm.

Sleek and contemporary in its design, TOTO's all-brass Square Rain Showerhead is designed to deliver outstanding showering performance even at lower water pressures. Unlike other rain showerheads, the TOTO Rain Shower features complete water



cessation when it is turned off — no residual water loss through drips or leaking, no staining or scaling. A feat of engineering prowess by TOTO engineers, the precision engineered balance between the water's surface tension and room's atmospheric pressure makes this unique technology possible. The Lloyd Square Rain Showerhead is available in Polished Chrome.

### **Trilogy SMA Showerhead**

The Trilogy Three-Way Showerhead is a wall-mount unit with a 20° swivel head that has three sets of strategically placed nests of rubber nozzles on its spray face for an invigorating multi-directional showering experience, which is further enhanced by the SMA technology.

In addition, TOTO offers high-efficiency 1.75 showerheads in the Soirée and Guinevere full-line luxury bath collections as well as an 11-inch round rain showerhead as an additional option.

***As with all TOTO products and technological innovations, high-resolution digital photos of the elements in the Lloyd and Trilogy SMA High-Efficiency Showerheads are immediately available upon request.***

TOTO is the largest plumbing manufacturer in the world with over \$4.5 billion in annual sales and 80 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has



been a pioneer in high-performance plumbing systems that bring consumers superbly designed products that are water and energy efficient. In 1989, TOTO brought its innovative technology and commitment to excellence to the US market. A full line manufacturer of luxury plumbing products that optimize healthful living, TOTO USA, INC.'s success derives from its unsurpassed commitment to quality, reliability, technological innovation, and sustainability -- a commitment that pushes the company beyond industry standards. The winner of numerous domestic and international awards and recognitions, TOTO USA is certified by ISO 14001: 2004 and ISO 9001: 2000. The only plumbing manufacturer to be honored as Water Efficiency Leader by the Environmental Protection Agency, TOTO seeks perfection by design as it continuously innovates sustainable water technologies that enhance the lives of its customers and the environment. For more information, consumers may visit [www.totousa.com](http://www.totousa.com) or call 1.888.295.8134.

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