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**Press Release – For Immediate Release**

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**PF WaterWorks launches “Water Conservation Kit for Dummies”**

***Partners with John Wiley & Sons, Inc. to market Water and Energy Conservation  
Products under the “For Dummies®” brand***

HOUSTON – May 1, 2011 – Consumers want to do the right thing and water and energy conservation is becoming increasingly important, however most have difficulty finding easy-to-install cost effective water efficient products that help them achieve their goals of sustainability.

PF WaterWorks, Houston-based innovative and sustainable consumer products company, is pleased to launch the “Water Conservation Kit For Dummies” at the 2011 National Hardware Show. Customers will be amazed at how much water can easily and comfortably be saved with this kit. The kit includes both a WaterSense labeled easy-to-install showerhead and WaterSense labeled bathroom sink faucet aerators. These water-efficient plumbing fixtures will provide immediate savings with payback in just a few months. These products use about 20 percent less water and perform as well as, or better than, conventional models.

The kit can save over two hundred dollars annually for an average family of four while saving tens of thousands of gallons of water per household annually through increased water efficiencies, water reductions, and energy savings from reduced demand on the home hot water heaters, wells and septic systems.

“Working with Wiley, PF WaterWorks is utilizing the familiar Dummies Man icon and the internationally recognized yellow-and-black brand to help consumers discover a fun and easy



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way to select water and energy conservation products with confidence,” said Sanjay Ahuja, President of PF WaterWorks.

“Wiley has published a variety of titles focusing on sustainability and energy conservation including Alternative Energy For Dummies, Solar Panel Installation For Dummies, and Green Building and Remodeling For Dummies. The For Dummies branded water and energy products that PF Waterworks developed complement our efforts in this space and provide consumers a tangible, easy way to make a difference in the environment, while saving money,” said Marc Mikulich, VP of Wiley Brand Management.

For more information, please visit PF WaterWorks at **booth 3318** at the **National Hardware Show** in **Las Vegas** from **May 10-12, 2011**.

#### **About WaterSense**

WaterSense is a voluntary partnership program sponsored by the U.S. Environmental Protection Agency. Its mission is to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services. Visit [www.epa.gov/watersense](http://www.epa.gov/watersense) to learn more about how to use water efficiently.

#### **About PF WaterWorks:**

PF WaterWorks ([www.pfwaterworks.com](http://www.pfwaterworks.com)) is a Houston based product development and manufacturing company targeting environmentally friendly home-improvement consumer products, with a focus on innovative convenient solutions at competitive prices which promote self sufficiency in the residential and institutional market segments. PF WaterWorks has launched revolutionary products PermaFLOW No Clog Drain and the PlungeMAX No Mess Plunger that have won accolades from trade, media and consumers and are being sold through major home improvement and hardware retailers.

## **About For Dummies®**

After nearly 20 years and with more than 200 million copies printed, For Dummies is the world's bestselling reference series, well known for enriching people's lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that For Dummies is "more than a publishing phenomenon ... [it is] a sign of the times," [The New York Times]. The books span every section of the bookstore, covering topics from health to history, music to math, sports to self-help, technology to travel and more. The For Dummies brand presence is further expanded with the addition of eBooks, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, game and more. For more information, visit [Dummies.com](http://Dummies.com). For Dummies is a branded imprint of Wiley.

## **About Wiley**

Wiley's core businesses publish scientific, technical, medical and scholarly journals, encyclopedias, books, and online products and services; professional/trade books, subscription products, training materials, and online applications and Web sites; and educational materials for undergraduate and graduate students and lifelong learners. Wiley's global headquarters are located in Hoboken, New Jersey, with operations in the United States, Europe, Asia, Canada, and Australia. The Company's Web site can be accessed at <http://www.wiley.com>. The Company is listed on the New York Stock Exchange under the symbols JWa and JWb.

## **Media Note:**

*For additional details including high resolution pictures, product samples and any other information, please contact Sanjay Ahuja by phone at 281-573-8422 or by e-mail at [sanjay.ahuja@pewaterworks.com](mailto:sanjay.ahuja@pewaterworks.com)*

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