



Press Release – For Immediate Release

Media Contact:
Sanjay Ahuja
PF WaterWorks
Phone: 281.573.8422
Fax: 281-573-8501
E-Mail: sanjay.ahuja@pewaterworks.com
Web: www.pewaterworks.com

PF WaterWorks launches “Water Conservation Kit for Dummies”

Partners with EPA’s WaterSense® Program to market WaterSense Labeled Products

HOUSTON – May 1, 2011 – According to EPA an average family of four uses about 400 gallons of water each day, and bathrooms represent over 50 percent of all home indoor water use. 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.

Houston-based innovative and sustainable consumer products company, PF WaterWorks is proud to announce that it has partnered with Environmental Protection Agency’s WaterSense Program to offer consumers water-efficient WaterSense labeled products.

These products use about 20 percent less water and perform as well as, or better than, conventional models. By choosing plumbing products that carry the WaterSense label, homeowners can save a substantial amount of water, which in turn means lower water bills.

The first in the series of products is a “Home Water Conservation Kit For Dummies” being launched at the 2011 National Hardware Show. Consumers 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.



The EPA states that “if one in every 10 American homes upgrades a full bathroom with WaterSense labeled products, the United States could save about 74 billion gallons of water and about \$1.5 billion on utility bills nationwide per year.” The amount of potential water savings in this scenario is enough to provide an additional 500,000 families with potable water each year.

“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,” said Sanjay Ahuja, President of PF WaterWorks..

“In order to make it fun and easy for consumers to select water and energy conservation products with confidence, PF WaterWorks is utilizing the familiar Dummies Man icon and the internationally recognized yellow-and-black brand from John Wiley & Sons, Inc,” added Ahuja.

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 to learn more about how to use water efficiently.

About PF WaterWorks:

PF WaterWorks (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. For Dummies is a branded imprint of Wiley.

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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@pfwaterworks.com

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