



**Press Release – For Immediate Release**

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**PF WaterWorks wins NRHA Silver Packaging and Merchandising Award**

HOUSTON – June 1, 2011 – PF WaterWorks is pleased to announce that its new product “Water Conservation Kit for Dummies” has received the SILVER award for its Point of Sale Display from the North American Retail Hardware Association (NRHA) at the recently concluded NRHA Packaging and Merchandising Awards (PMA).

Entries that demonstrated a superior level of packaging or merchandising excellence in the program were named Silver Award Winners. To determine the winners of this prestigious award, NRHA invited several independent expert judges including home improvement retailers, wholesaler buyers, packaging design and a packaging production expert.



The judging criteria included Overall shelf and sales appeal, Graphic Design, Innovation, Packaging Efficiency, Shelf Life and Selling Features.

The “Water Conservation Kit for Dummies” was on display at the PMA Expo in the NRHA Village at the National Hardware Show®, which took place at the Las Vegas Convention Center May 10-12, 2011.

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.



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

#### **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 NRHA:**

The North American Retail Hardware Association (NRHA) is a trade organization representing the interests of more than 36,000 hardware stores, home centers and consumer oriented lumberyards in the hardware/home improvement industry. Started by a group of hardware retailers in 1900, NRHA’s mission is to help retailers who sell home improvement products become better, more profitable merchants. From its headquarters in Indianapolis, NRHA publishes Hardware Retailing magazine and produces a host of retail focused programs and services, including training programs, research and other resources that help fulfill its mission.

#### **About WaterSense**

WaterSense is a voluntary partnership program sponsored by the U.S. Environmental



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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 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**

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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@pewaterworks.com](mailto:sanjay.ahuja@pewaterworks.com)*