



ENVIRONMENTAL ACCOLADES

KOHLER®

TEXT AND IMAGES COURTESY OF KOHLER®

In recognition of its work in water efficiency, Kohler was chosen by the US Environmental Protection Agency's WaterSense programme as the Manufacturing Partner of the Year. The WaterSense is a voluntary public-private partnership programme that promotes water efficiency and enhances the market for water-efficient products, programmes and practices, in a bid to protect water supply.

Shane Judd, senior product manager for water conservation at Kohler, says, "Public education, along with new water-efficient products and building design methods, are critical to contain water use. Kohler has responded to this need by developing new products that use less water, but don't sacrifice performance."

The WaterSense Awards programme was launched in February last year, honouring work performed during 2007. The new awards recognise WaterSense partners who helped advance the overall mission of WaterSense, increase awareness of the WaterSense programme in a measurable way and demonstrate overall excellence in the water-efficiency arena.

This is exactly what Kohler has been passionately pursuing, conducting courses across the US, where architects, designers, builders and plumbers learn about the importance of water-saving products in homes, prominently displaying the WaterSense logo in product literature and on its website, and also promoting WaterSense at national trade shows. Kohler also signed on as the Presenting Sponsor of the IMAX film, *Grand Canyon Adventure*, which is about how civilisation is impacting the Colorado River and what can reduce water use, and has hosted more than 25 IMAX events around the US from 2008 to 2009, where viewers can watch the movie and learn about water-conserving products from Kohler. But probably one of the largest promotions by Kohler in 2007 was the promotion of WaterSense toilets at the Charmin Holiday Restrooms in New York City – a combination of high efficiency toilets and low-flow faucet aerators saved New York more than 500,000 gallons of water in a six-week period.

"Kohler understands that using water more wisely is an imperative element to sustainable design, and

choosing water-saving plumbing products is easy and can have a huge impact on water consumption," Judd adds.

As such, Kohler has actively used water-efficient technology in the manufacture of its products. Founded in 1873, the company is a global leader in kitchen and bath products, as well as engines and power generation systems, cabinetry, tile and home interiors, and is an international host to award-winning hospitality and world-class golf destinations.

For more information, visit www.kohler.com.