



Media Contact:  
Dawn Renee Robinson, Communications Manager  
Plumbing Manufacturers International  
drobinson@pmihome.org

FOR IMMEDIATE RELEASE

## PMI Supports Senate Legislation Authorizing WaterSense® Program

---

Rolling Meadows, IL (April 10, 2014) — On Wednesday, April 9, 2014, Senator Tom Udall (D) of New Mexico introduced legislation, *The WaterSense® Efficiency, Conservation, and Adaptation Act*, that would authorize and enhance the Environmental Protection Agency's (EPA) WaterSense® program, providing a dedicated source of funding for the water equivalent of EnergyStar®.

“We applaud Senator Udall for introducing this legislation which recognizes the importance of the WaterSense® program, a public-private partnership, that encourages consumers to decrease indoor water use through more efficient plumbing products, services, and practices which will save water, as well as money and energy,” said Barbara C. Higgins, PMI CEO/Executive Director.

PMI and its members have been actively encouraging such legislation recognizing that there is an urgent need to address rampant water leakage resulting from our aging infrastructure, and from the extreme droughts affecting parts of the US. The U.S. Geological Survey estimates that approximately 16% of treated water never reaches the tap. This loss of treated water is the direct result of an aging and deteriorating system of pipes and plants that comprise our nation's water infrastructure. By simply replacing old, water-intensive plumbing fixtures and installing water-efficient plumbing fixtures, we can reduce water usage by billions of gallons a day.

WaterSense® is an EPA-industry partnership effort to set voluntary technical standards for a variety of plumbing products, such as toilets, showerheads, and faucets that are at least 20 percent more efficient than the current federal level, without sacrificing performance. By taking advantage of the high-performing, water saving technology currently available, we can reduce water usage by billions of gallons a day and trillions of gallons of water annually. EPA conservatively estimates that **3 billion gallons of water per day in water savings would be achieved** – about 7% of total publicly supplied water – by retrofitting pre-1992 toilets, showerheads, and faucets in residences with water efficient products.

WaterSense® products are easily found at home improvement stores, as well as showrooms across the country, and are available in a wide variety of price points and in a broad range of styles. Water efficient plumbing products help consumers and communities reduce the strain on our aging infrastructure and provide much needed relief to areas suffering from droughts.

PMI has been a proud WaterSense® partner since 2007, along with many of its member companies.

**About PMI:** Plumbing Manufacturers International is the voluntary, not-for-profit international industry association of manufacturers of plumbing products, serving as the Voice of the Plumbing Industry. Member companies produce a substantial quantity of the nation's plumbing products.

For more information on PMI or its conferences, contact the organization at 1921 Rohlwing Road, Unit G, Rolling Meadows, IL, 60008; tel.: 847-481-5500; fax: 847-481-5501. Visit our website at [www.pmihome.org](http://www.pmihome.org).

**PMI Mission Statement:**



Media Contact:  
Dawn Renee Robinson, Communications Manager  
Plumbing Manufacturers International  
[drobinson@pmihome.org](mailto:drobinson@pmihome.org)

- To promote the water efficiency, health, safety, quality and environmental sustainability of plumbing products, while maximizing consumer choice and value in a fair and open marketplace.
- To provide a forum for the exchange of information and industry education.
- To represent openly the member's interests and advocate for sound environmental and public health policies in the regulatory/legislative processes.
- To enhance the plumbing industry's growth and expansion.

-END-