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FOR IMMEDIATE RELEASE

PMI's Micro Site Goes Macro! Check out the Fresh New Look for the Safest Site for Information about Plumbing Fixtures and Fittings

Rolling Meadows, IL (October 6, 2014) — The website for Plumbing Manufacturers International (PMI), www.pmihome.org, now shares a platform and home page with PMI's informational microsite: SafePlumbing.org. The bifurcated site has been expanded for easier navigation and better access to information, expanded content, and to provide a physical link between the instructional site and the organization responsible for it. Though the look has been freshened up the original focus remains. The site is designed to be a place where policymakers, industry professionals, and those with a concern about plumbing issues can go to find accurate, reliable, and un-biased information. This former micro-site has gone macro! PMI members and prospective members will find expanded content related to the association, its events and initiatives.

Newly launched this month, visitors to both www.safep plumbing.org and www.pmihome.org will be directed to a shared homepage. There they will be greeted with expanded in-depth, reliable information including dedicated sections for Policymakers, Water Efficiency, Health and Safety, and Industry Resources. New features include "Join the Discussion," "What You Can Do," a monthly digest, and expanded social media links.

From the home page, users can toggle to association-specific information by clicking the PMI logo at the top of every screen. Accessing the PMI specific menu opens content specific to PMI, such as: "Quantifying the Value of PMI," "How to Join," "Position Papers," "Conference Materials" and other important meeting documents and files. Current PMI Members will still enjoy private access to information specific on the "Members-only" portion of the site.

Users can easily toggle back and forth between SafePlumbing and the PMI association site by clicking on the appropriate logo at the top of each page.

The newly combined site is fully responsive, enabling users to open it on computers, tablets, phones, or other devices and enjoy clear, perfectly sized content for your viewing screen. PMI invites users to go online today, check out the new site, and sign-up to "Join the Discussion" so you can stay connected to all the latest industry events and news!

Events can be found in the newly expanded Calendar section that will track PMI hosted events, Industry Events, and Global Awareness days that celebrate events specific to our industry. Check out our current featured event, the PMI Fall Conference, set for October 27-30 in Rosemont, IL. Register online for the conference and join us in "Setting the Pace" for change action and results. More details can be found at <http://www.safep plumbing.org/pmi/events/calendar/event/pmi-2014-fall-conference>. Don't delay! Hotel rooms are going fast! Registration for the conference itself will remain open until the start of the event.

Check us out online, follow us on social media, and let us know what you think!



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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.

PMI Mission Statement:

- 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.

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