

Kohler Co. Wins Inaugural EPA WaterSense Sustained Excellence Award

Written by Australian Business

KOHLER, Wis., Oct. 4, 2013 /PRNewswire/ -- A well known leader in the kitchen and bath industry,

[Kohler Co.](#) is dedicated to product innovation, technology advancements and water efficiency. This year

Kohler

has once again been recognized by the Environmental Protection Agency's WaterSense program with the first-ever 2013 WaterSense Sustained Excellence award for the company's long-standing efforts to increase consumer awareness of water issues and provide products that help save water in homes and businesses.

Kohler was the first company to earn the [EPA WaterSense](#) Manufacturer Partner of the Year Award in 2008. The company received the Manufacturer Partner of the Year award again in 2009, was lauded with Excellence Awards in 2010 and 2011, and in 2012 was honored as Manufacturer Partner of the Year.

"Kohler Co. is very proud to be the inaugural recipient of the WaterSense Sustained Excellence Award," says Rob Zimmerman, senior channel manager of sustainability for Kohler Co. "Kohler has been a strong supporter of WaterSense since its beginning, so receiving this award is recognition from the EPA that our efforts are making a difference."

The WaterSense label helps consumers identify Kohler plumbing products that use less water but still deliver the performance they expect. Since WaterSense was started in 2006,

Kohler

has converted almost all of its toilets, bathroom faucets, urinals, and many of its showerheads to more efficient models, making the task of finding a water-efficient product that fits within a consumer's bathroom decor easy.

Some of the initiatives noted by the WaterSense program was the increased online efforts by Kohler

, including its water-efficiency website, SaveWaterAmerica.com, integration of water-saving information into the Company's consumer web site,

www.us.kohler.com

, as well as its social media entities.

In 2012, the company's social media team promoted the benefits of WaterSense-labeled products to nearly 500,000 Facebook fans and 40,000 Twitter followers. On YouTube, Kohler brought water-saving products to digital life in educational videos that drew the attention of more than 1 million online viewers.

Kohler's other efforts in 2012 to promote water conservation included providing WaterSense-labeled plumbing products for notable projects such as Yellowstone National Park's retrofit of restrooms in the Lake Hotel, Wyland National Mayor's Water Conservation Challenge, New American show home, and Show Village exhibit home at International Builders' Show.

Additionally, Kohler Co. dedicated its third green building project in May, 2012. The Beacon, Kohler's global communications office located in Kohler, Wisconsin, achieved LEED Gold certification. Among its features are WaterSense-labeled toilets, urinals, and bathroom faucets.

The Company brought to market 28 new, innovative high efficiency toilets and 30 showerheads and handshowers in 2012. Among the new technologies introduced were the innovative dual trip lever dual-flush toilet and the Moxie showerhead + speaker.

"We look forward to continuing to grow our already broad portfolio of WaterSense-labeled products, both in existing product categories and when new specifications are developed," says Zimmerman. "We will also continue to drive water efficiency awareness and education efforts through wide-ranging communications initiatives. WaterSense is a successful program that demonstrates what can be achieved when government, industry, and efficiency advocates work collaboratively toward a common goal, and consumers are the beneficiaries."

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About WaterSenseWaterSense, the EPA's voluntary public-private partnership program, seeks to protect the future of the nation's water supply by promoting water efficiency and enhancing the market for water-efficient products, programs and practices. In 2012 alone, WaterSense labeled products and new homes helped Americans save more than 202 billion gallons of water, or more than the amount of water needed to supply all the homes in Colorado for a year.

About Kohler Co.Kohler Co. has a long history of supporting water efficiency and sustainability in products as well as processes. Aligning with organizations and programs like EPA WaterSense, [Alliance for Water Efficiency](#) , and [U.S. Green Building Council](#) , Kohler has positioned itself as a sustainability leader in the plumbing industry with educational programs, awareness campaigns, and water-saving products. In recognition of these efforts, Kohler has been awarded six consecutive awards from the EPA WaterSense program.

Kohler Co. offers products that are designed to conserve natural resources while remaining true to a singular quality level of performance and design. Whether specifying plumbing products that help buildings earn LEED® water-efficiency points, reducing facility operating costs or accommodating the preferences of homeowners, the water-saving KOHLER fixtures and faucets address the challenging demands of customers and preserve one of our most precious natural resources. Visit www.SaveWaterAmerica.com for more information about Kohler's water-saving products and its continuing efforts to help drive conservation.

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