



For more information:

Nora DePalma

O'Reilly DePalma for American Standard

(770) 772-4726

[nora.depalma@oreilly-depalma.com](mailto:nora.depalma@oreilly-depalma.com)

**FOR IMMEDIATE RELEASE**

## American Standard Partners with Water For People to Improve Sanitation Facilities Worldwide

*600,000 SaTo Sanitary Toilet Pans to Be Distributed Over the Next Five Years*

PISCATAWAY, N.J. (August 20, 2014) – A new partnership between [American Standard Brands](#) and NGO [Water For People](#) will focus on improving quality of life and access to safe sanitation around the globe. Over the next five years, American Standard will donate 600,000 SaTo sanitary toilet pans to be distributed by Water For People to help



save lives and prevent the spread of disease from open pit latrines.

“Our partnership with Water For People will have a positive impact on the lives of an estimated three million people over the next few years. In fact, the first shipments of SaTo pans to be distributed by the Water For People team are arriving in

Malawi and Uganda (Africa) shortly,” said Jay Gould, president and CEO of American Standard Brands. “It is so gratifying to see how lives can be improved, and saved, by successful partnerships like this connecting businesses with NGOs that can execute on the ground, to the most needy people.”

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In early 2013, American Standard unveiled the SaTo (pronounced SAH-toh, derived from Safe Toilet) sanitary toilet pan, invented to work without sewer infrastructure and originally designed for use in Bangladesh. The [SaTo pan](#) uses ingeniously simple mechanical and water seals to close off pit latrines from the open air, thereby reducing the transmission of disease and odor.

The company also launched its [Flush for Good campaign](#) aimed at increasing awareness of the global sanitation crisis and creating innovative solutions to help improve sanitation facilities in developing countries. Through this effort, the Company [donated over 530,000 SaTo pans in 2013](#) for distribution throughout Bangladesh over the next year.



NGO Water For People will be distributing 600,000 American Standard SaTo sanitary toilet pans over the next five years to residents in developing countries using open pit latrines.

[Water For People](#) believes in Sanitation as a Business (SAAB). By identifying and supporting local entrepreneurs, Water For People helps these businesses provide quality, sustainable services and succeed in the regions where they work. This approach moves away from traditional subsidized sanitation aid programs to a model that empowers local businesses to provide much needed sanitation services to the poor throughout cities and rural districts worldwide. In addition to local businesses, Water For People works with families and government officials to align goals and strategies.

Part of helping these businesses succeed is ensuring they have affordable, easily maintained, and sustainable sanitation products to sell, like the hygienic American Standard SaTo pan. By creating an economic environment that encourages the sale of the reasonably priced SaTo pan, Water For People can help generate the greatest positive health impact.

“Our partnership with American Standard is a significant part of our efforts to solve the global sanitation crisis,” said Ned Breslin, CEO of Water For People. “The sale of the SaTo pan will help drive economic growth and build healthy sanitation ecosystems in districts around the world.”

“Water For People has developed a unique and effective business model to dramatically improve safe sanitation in developing countries. The donation and distribution of 600,000 SaTo toilet pans through our joint efforts will help raise the standard of sanitation and quality of life for so many people. We are grateful for their help in accomplishing this mission,” concluded Gould.

For more information, visit [www.americanstandard.com](http://www.americanstandard.com), [www.flushforgood.com](http://www.flushforgood.com), or call (800) 442-1902.

#### **ABOUT AMERICAN STANDARD BRANDS**

American Standard Brands make life healthier, safer and more beautiful at home, at work, in the community and throughout the world. Offering total project solutions for residential and commercial customers around the world with respected brands such as American Standard®, DXV™, Safety Tubs®, Crane Plumbing®, Eljer®, Fiat® and Decorative Panels International®. American Standard Brands is owned by [Lixil Corporation](http://www.lixil.com) (TSE Code 5938), a global building products company. Learn more at [www.americanstandard.com](http://www.americanstandard.com), or follow us at [twitter.com/AmStandard](https://twitter.com/AmStandard), <https://www.facebook.com/AmericanStandardPlumbing>.

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#### **ABOUT WATER FOR PEOPLE**

Water For People is an international development organization dedicated to providing access to improved water and sanitation systems and services in developing countries. By working with local governments, the private sector, and local non-profit partners, Water For People ensures that everyone in a specific region has these basic needs met forever. This innovative approach reaches every family, every school, and every clinic, catalyzing transformative change for better health and economic development. Learn more at [www.waterforpeople.org](http://www.waterforpeople.org). Join us on Facebook ([facebook.com/waterforpeople](https://www.facebook.com/waterforpeople)) and Twitter ([twitter.com/waterforpeople](https://twitter.com/waterforpeople)).

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