



PART OF **LIXIL**

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FOR IMMEDIATE RELEASE

American Standard Wins 2017 WaterSense Partner of the Year

*Commitment to Water Efficiency, Significant Water Conservation Messaging, and
Research into New Technologies Cited as Notable Accomplishments*

PISCATAWAY, N.J. (October 5, 2017) — American Standard, part of the LIXIL Corporation, has been recognized with a 2017 WaterSense Manufacturer Partner of the Year Award for the brand's ongoing efforts to increase awareness about water conservation and the use of WaterSense labeled products. A two-time winner of this distinction from the U.S. Environmental Protection Agency (EPA), American Standard demonstrated the importance of looking toward the future through its research and development of new water-efficient technologies.

The WaterSense program, sponsored by the EPA, supports product certification and encourages consumers to reduce their water usage through water saving products and services, as well as by making simple changes in behavior to help conserve water. The WaterSense Partner of the Year awards recognize organizations that are on the cutting edge of water efficiency, innovation, collaboration and outreach.

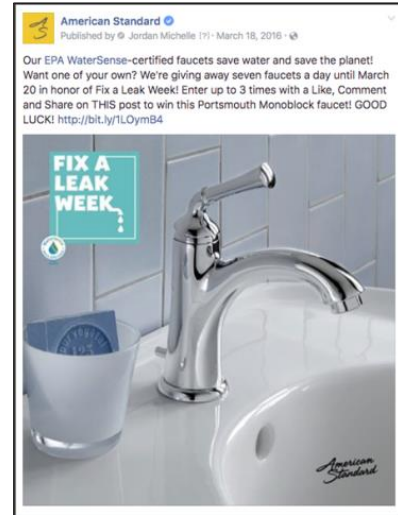


American Standard, part of LIXIL, has received a 2017 WaterSense Manufacturer Partner of the Year Award in recognition of the brand's commitment to increasing awareness of water conservation and the use of water-efficient products in everyday life.

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“It is a sincere honor for American Standard to be recognized as a 2017 WaterSense Partner of the Year by the EPA for our conservation-minded innovations and commitment to ongoing research and public education around the critical issue of saving water,” said Steven Delarge, president and CEO of LIXIL Americas, the division under which American Standard operates. “Helping to raise awareness about the importance of reducing water use by supporting the WaterSense program is a natural fit for American Standard, and it’s a mission that we’re privileged to pursue.”

American Standard is being recognized for substantially increasing media coverage for the WaterSense program, garnering more than 273 million impressions in 2016, which is a 50 percent increase over the previous year. The brand’s social media channels also touted the water conservation message, particularly with their successful Facebook contest conducted during the EPA’s Fix a Leak Week.



The American Standard Facebook contest that ran during 2016 Fix-a-Leak Week contributed to the brand’s recognition as a 2017 WaterSense Manufacturer Partner of the Year award.

Additionally, American Standard demonstrated a commitment to water conservation by



A 2017 WaterSense Manufacturer Partner of the Year award was presented to American Standard, part of LIXIL, for its water efficiency education efforts. A key component was the LIXIL *Beauty in Motion* mobile showroom that toured the United States in 2016, and continues its nationwide trek throughout 2018.

celebrating the brand’s newest WaterSense labeled showerheads, faucets, and ultra-high efficiency toilets through the *Beauty in Motion* truck tour, launched in May 2016. These mobile showrooms toured the country and made a total of 136 stops during 2016, reaching more than 6,000 professionals and consumers with their exhibits that showcased water efficient plumbing products.

American Standard's research included a partnership with the Plumbing Efficiency Research Coalition (PERC) to complete a joint study about the effect of slope, size, toilet paper choice, and flushing characteristics on drain line carry in plumbing systems.

The brand also continued their support for Plumbers Without Borders (PWB) in 2016, helping the group promote their mission to increase access to safe water and sanitation worldwide by connecting volunteer plumbers with international aid organizations.

Accepting the award on behalf of American Standard at the WaterSmart Innovations 2017 show in Las Vegas today were Jay Londhe, vice president of engineering, and C.J. Lagan, senior manager of compliance and testing, LIXIL Americas.

"Since 2006, utilities, manufacturers, retailers, builders, communities, states, and other organizations have voluntarily supported WaterSense program's efforts to protect and preserve our nation's water supply for future generations," said WaterSense Program Manager Veronica Blette. "By saving water together, these award winners and all of our partners help consumers and businesses realize the environmental and economic benefits of water efficiency."

Over the past decade, American Standard and nearly 2,000 other WaterSense partners have helped consumers save more than 2.1 trillion gallons of water, or more than the amount used by all U.S. households for 75 days. In addition to water savings, WaterSense labeled products and homes have helped reduce the amount of energy needed to heat, pump, and treat water by 284 billion kilowatt hours — which is enough to power more than 26.3 million homes for a year — and save \$46.3 billion in water and energy bills.

For more information on WaterSense labeled American Standard products, visit www.americanstandard.com or call (800) 442-1902. For more information about WaterSense, visit www.epa.gov/watersense.

ABOUT AMERICAN STANDARD

American Standard makes life healthier, safer and more beautiful at home, at work and in our communities. For more than 140 years, the brand has innovated and created products that improve daily living in and around the bathroom and kitchen for residential and commercial customers. It has been recognized with more than 35 product innovation and design awards in the past five years. American Standard is part of [LIXIL](#), a global leader in housing and building materials products and services. Learn more at americanstandard.com, or follow us at facebook.com/AmericanStandardPlumbing, twitter.com/AmStandard, youtube.com/AmericanStandard01, Pinterest.com/amstandard, Instagram.com/american_standard.

About LIXIL Corporation

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for housing and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, American Standard, GROHE, DXV, INAX, and PermaSteelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are.

Learn more at www.lixil.com, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

WaterSense® is a registered trademark of the U.S. Environmental Protection Agency (EPA).

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