

NEWPORT BRASS® GINGER

**ANNOUNCES  
WATER  
EFFICIENT  
FAUCETS**



WaterSense<sup>sm</sup> is a national brand for water efficiency developed by the EPA to identify products and processes that symbolize the importance of water efficiency in the United States.

**OUR FAUCETS NOW QUALIFY FOR ALL LEED BUILDING PROJECTS!  
SPECIFY GINGER, NEWPORT BRASS AND PLUMBTRIM.**

Making water-efficient products and homes the preferred choice among consumers will help preserve water supplies for future generations, save on utility bills, and protect the environment. Brasstech supports the principles of sustainability and is dedicated to meeting the requirements of the WaterSense<sup>sm</sup> program.

Our marketing and customer service efforts will focus on our commitment to make and sell quality products that use water responsibly. As a WaterSense<sup>sm</sup> partner, we have agreed to spread the word about the need for smart water conservation on a national level, helping to reduce water flow by 30 percent without sacrificing product performance.

We have added the 2 x 3" color WaterSense<sup>sm</sup> logo to the packaging of all certified SKU's; see list, we have also converted to 100% laminar flow as we have transitioned to 1.5 gpm for all brands. All new products developed in these categories will become IAPMO certified under the low flow standard.

\*\*\* Please note that our showerheads are not WaterSense<sup>sm</sup> approved.

GINGER      NEWPORT BRASS®      PlumbTrim.



Certified by  
IAPMO R&T

<b>DECK LAVATORY FAUCETS</b>	G27-001 G27-101 G28-101 G28-111	800, 801, 850, 853, 880, 890, 900, 920, 930, 930B, 980, 990, 990L, 1000, 1000B, 1020, 1030, 1040, 1070, 1080, 1200, 1500, 1691, 1740, 2020, 2030, 2100	7000 7001
<b>IN-WALL LAVATORY FAUCETS</b>	G27-011 G27-111 G28-121	3-851, 3-9301, 3-9301L, 3-944, 3-944L, 3-991L, 3-1003, 3-1031, 3-1501, 3-1681, 3-1761, 3-1771, 3-2031	7301
<b>BAR SINK FAUCETS</b>		808, 928, 938, 1038, 1078, 1098, 1208, 1503, 1508, 1608, 1628, 1648, 1668, 1708, 1728, 8081, 8881, 8901, 9081, 9281, 9881	7008 7008X

The listed products have been certified to meet WaterSense<sup>sm</sup> criteria, which means you can expect exceptional performance while reducing your water use. All service marks (sm) are property of their respective owners.



The Leadership in Energy and Environmental Design (LEED) Green Building Rating System, developed by the U.S. Green Building Council (USGBC), provides a suite of standards for environmentally sustainable construction. Since its inception in 1998, LEED has grown to encompass more than 14,000 projects in the United States and 30 countries covering 1.062 billion square feet (99 km<sup>2</sup>) of development area.

LEED began in 1993 spearheaded by Natural Resources Defense Council (NRDC) senior scientist Robert K. Watson who, as founding chairman of the LEED Steering Committee until 2006, led a broad-based consensus process which included non-profit organizations, government agencies, architects, engineers, developers, builders, product manufacturers and other industry leaders. LEED was created to accomplish the following:

- Define "green building" by establishing a common standard of measurement
- Promote integrated, whole-building design practices
- Recognize environmental leadership in the building industry
- Stimulate green competition
- Raise consumer awareness of green building benefits
- Transform the building market

Green Building Council members, representing every sector of the building industry, developed and continue to refine LEED.

THE RATING SYSTEM ADDRESSES SIX MAJOR AREAS:

- #1.** Sustainable sites - Sustainability is the capacity to endure. In ecology the word describes how biological systems remain diverse and productive over time. For humans it is the potential for long-term maintenance of wellbeing, which in turn depends on the wellbeing of the natural world and the responsible use of natural resources.
- #2.** Water efficiency can be defined as:
  - The accomplishment of a function, task, process, or result with the minimal amount of water feasible;
  - An indicator of the relationship between the amount of water required for a particular purpose and the amount of water used or delivered.

*Though the two are often used interchangeably, there is a difference between water conservation and water efficiency. Water efficiency differs from water conservation in that it focuses on reducing waste. A proposition is that the key for efficiency is reducing waste, not restricting use. It also emphasizes the influence consumers can have in water efficiency by making small behavioral changes to reduce water wastage and by choosing more water efficient products. Examples of water efficient steps includes fixing leaking taps, taking showers rather than baths, installing displacements devices inside toilet cisterns, and using dishwashers and washing machines with full loads. These are things that fall under the definition of water efficiency, as their purpose is to obtain the desired result or level of service with the least necessary water.*

- #3.** Energy and atmosphere
- #4.** Materials and resources
- #5.** Indoor environmental quality
- #6.** Innovation and design process