



The WaterSenseSM Label



Research has shown that by using water-efficient products and practices, homeowners can help save natural resources and reduce their water consumption and costs. In order to realize these savings, consumers need to be able to identify products and services that use less water while performing as well as or better than their less efficient counterparts.

WaterSense, a new voluntary public-private partnership program sponsored by the U.S. Environmental Protection Agency (EPA), is making it easy to find and select water-efficient products with a label backed by independent testing and certification. WaterSense will also recognize professional service programs that incorporate water efficiency.

In order to use the label, a company must sign a WaterSense partnership agreement. Among other things, the partnership agreement defines the roles and responsibilities of EPA and the partnering organization, as well as proper use of the label on products, on packaging, and in marketing and other promotional materials. Products that bear the WaterSense label meet all the criteria in EPA's specifications for water efficiency and performance.

Generally speaking, WaterSense labeled products will be about 20 percent more water efficient than their less efficient counterparts in the same category. In addition, WaterSense labeled products perform their intended function as well as or better than their less efficient counterparts.

Look for the Label

The WaterSense label is appearing first on professional certification programs for landscape irrigation professionals. These WaterSense labeled programs verify professional proficiency in water-efficient irrigation system design, installation/maintenance, and auditing. The program will allow homeowners to ask for professionals who partner with the WaterSense Program.

WaterSense will also make the label available for water-efficient products in the home, beginning with toilets. As defined by EPA's WaterSense specification, high-efficiency toilets (HETs) use less than 1.3 gallons per flush.

Find the most up-to-date list of labeled products and programs on the WaterSense Web registry in mid-2007. Please visit www.epa.gov/watersense.

