



## The New Aqua Mizer Toilet Flush System - An Easier Way to Save Water !

*[Sarasota, FL, February 26, 2013]* The new streamlined version of the Aqua Mizer Adjustable Flush System introduced to the market at the end of 2012 has already produced a groundswell of positive buzz in the plumbing and property management circles. The new and less complex version of the original product that was featured in the 2102 ASPE Innovation Showcase delivers the same leak prevention and flush volume reduction as the original, features a new design that has fewer parts and enables the product to be sold at about half the price of the original.

After several months of field-testing, this water-saving system is generating strong endorsement from users. The testimonials are pouring in from early adopters, and several national distributors have added the Aqua Mizer line to their offerings. In fact, Ferguson sales teams from their hospitality division, recognizing the potential opportunity with their customer base are being trained on the features/benefits of this green product. Aqua Mizer has also become a member of the international buying group, BuyMax Alliance.

From property managers, hotel operators, plumbers and homeowners, the comments are all positive. Apartment complex owner Paul Gilfus, who installed only 30 units reported, "We determined that through the use of the Aqua Mizer, we were able to reduce our water usage by 36%. I project we will **save \$2,371** in the first year of use of this product." And from hotel manager Alan Wells, "The value of the products is immeasurable because not only do they cut down on water usage in the short term, but they eliminate the possibility of a leak."

The system's unique leak-prevention feature gives the user full control of the water entering the tank, whereas the competition relies on the water level to activate the fill valve. So even if the tank is losing water for any reason, it will not refill unless it is flushed. And the new chlorine-resistant flat flapper is adjustable to set the optimum flush volume for each individual toilet. It is also a flat-bottomed flapper, designed to improve the flush velocity, for a quick, short flush that clears the bowl every time. The Adjustable Flapper comes with a five-year warranty.

The Aqua Mizer fill valve, with its superior construction contains no internal metal parts to clog or corrode, which has been shown to be a significant source of leaks in other manufacturer's valves. It also has a removable sediment filter that prevents damaging particles from entering the fill valve. And the unit has a 10 year limited warranty. These features are particularly popular with maintenance managers, who normally spend more time repairing toilets than any other task.

The Aqua Mizer Adjustable Flush System is proving to be a marketing tool for proactive plumbing contractors to offer to their green-conscious customers. Robert Adams, VP Sales & Marketing for Lima Company commented, *"We are always looking for innovative products that will truly help our clients drive down the costs of operating their facilities. This product is one that we will be bringing to all of our clients for review. No brainer."*

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