

What Is WaterSense?

WaterSense is a voluntary partnership program sponsored by the U.S. Environmental Protection Agency (EPA) to promote water-efficient products and programs across the country. The WaterSense label makes it easy to find products and services that save water while ensuring performance.

WaterSense labels irrigation certification programs that meet its criteria for content on water efficiency. To recognize individuals certified through WaterSense labeled programs, EPA is partnering with these professionals and promoting them at the national level.



(866) WTR-SENS (987-7367)
www.epa.gov/watersense watersense@epa.gov

Recycled/Recyclable—Printed with Vegetable Oil Based Inks on
100% Process Chlorine Free Recycled Paper.

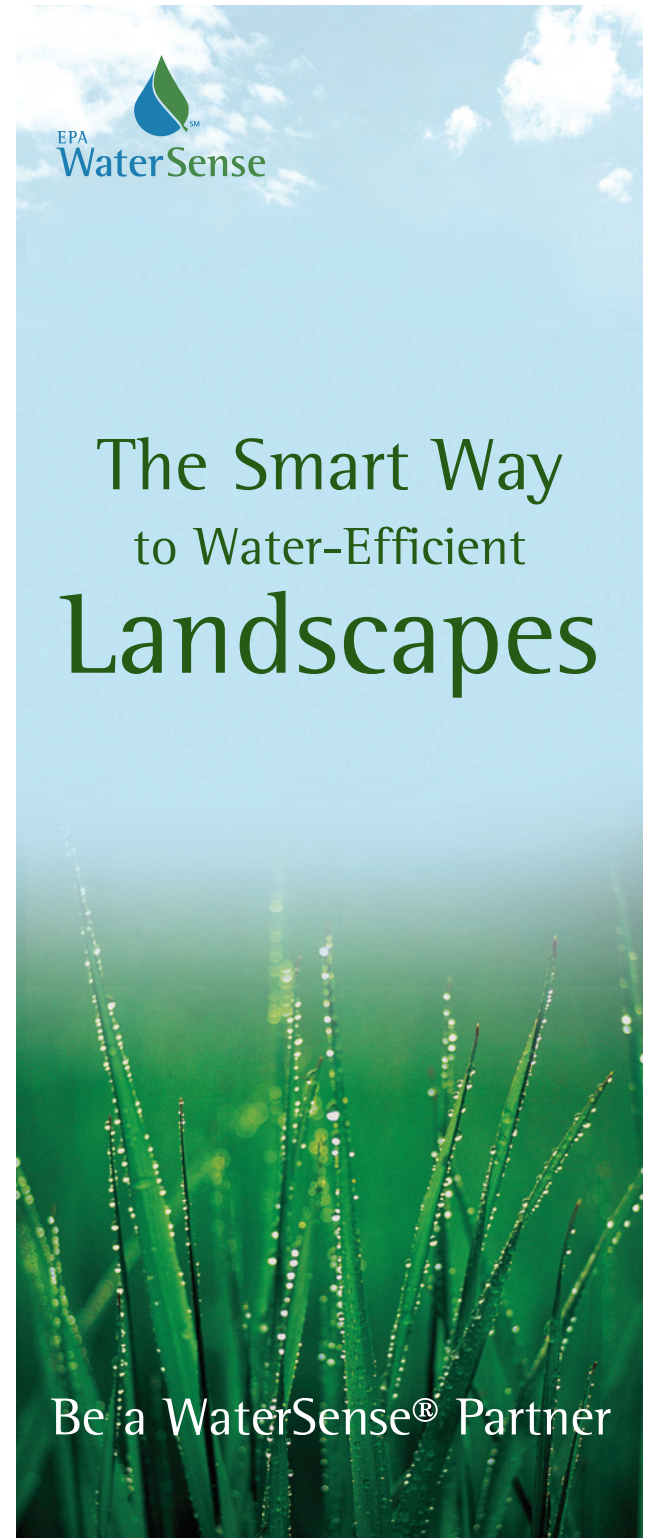
April 2008

 EPA
EPA-832-F-06-034



The Smart Way to Water-Efficient Landscapes

Be a WaterSense® Partner





More and more, Americans are placing a higher value on well landscaped and properly irrigated land. In 2006, Americans spent an average of \$70 billion to \$75 billion on landscaping services for their lawns and gardens. As water becomes scarcer, the need for professional irrigation services that maintain beautiful landscapes efficiently will grow. Join WaterSense and be prepared for tomorrow's landscape.

When it comes to using water, conventional practices no longer suffice. Within the next five years, more than two-thirds of the states in the nation will likely be short on water, even under non-drought conditions. Landscapers and homeowners are already feeling the pinch, so today's irrigation systems must be designed, installed, and maintained with tomorrow's needs in mind.

Be Part of the Solution

As the demand for "smart" irrigation technology increases, so does the demand for "smart" irrigation professionals who understand the technologies, the terrains, and the trends in water-efficient irrigation.

To help you prepare for these advances, EPA offers WaterSense, a partnership program designed to help homeowners and businesses improve water efficiency and reduce costs by promoting high-performance, water-efficient irrigation technologies and products for indoor and outdoor use. WaterSense also labels certified irrigation programs dedicated to advancing water efficiency techniques.



Why Partner With WaterSense?

If you are an irrigation professional and have been certified through a WaterSense labeled program, you may qualify to become a WaterSense partner.

Becoming a partner is easy—all you need to do is join the program and EPA will send you the tools to start promoting your commitment to water-efficient irrigation.

As a WaterSense partner, you have much to gain:

- **Distinguish yourself** from the competition. All qualified WaterSense partners are listed on EPA's Web site to make it easy for consumers to find a certified professional in their area.
- **Be in demand.** Several green building programs, such as the LEED for Homes Rating System, include a preference for irrigation work done by WaterSense partners.

- **Receive tools** to help you promote your services more effectively. Use the WaterSense partner logo on business cards and in advertisements.



- **Leverage EPA's national campaign** to promote water efficiency. WaterSense is working to educate consumers on the value of water-efficient products and services.
- **Demonstrate your commitment** to water efficiency and the use of water-efficient irrigation practices.

How to Partner

First, make sure you have a current certification in a WaterSense labeled program. Only certified professionals in good standing with a WaterSense labeled program are eligible to be EPA partners. To see if your program is labeled, visit the WaterSense Web site at <www.epa.gov/watersense/partners>. If it is, you can also find a partnership application on the WaterSense Web site, or call the toll-free hotline, (866) WTR-SENS (987-7367). Join now!

Visit our Web site at
<www.epa.gov/watersense> or contact
your professional irrigation certification
program today for more information
about water-efficient irrigation.