



WaterSense®

Every Drop Counts!

What is WaterSense?

As a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), WaterSense makes it easy to save water. It is both a label for water-efficient products and a resource for water-saving tips.

What does WaterSense do?

The WaterSense label is a simple way for consumers to identify water-efficient products, new homes, and programs that meet EPA's criteria for efficiency and performance.



WaterSense labeled products use at least 20 percent less water and perform as well as or better than standard models. EPA also partners with landscape irrigation professionals certified by WaterSense labeled programs focusing on water efficiency. A full listing of WaterSense labeled products is available at www.epa.gov/watersense.

Why promote water efficiency?

Managing water is a growing concern in the United States. Water managers in at least 36 states expect local, statewide, or regional water shortages to occur over the next few years. Wasting less water in our homes and yards also saves energy and money on utility bills and improves the quality of our water resources nationwide.

How can I get involved?

Saving water is easy—WaterSense labeled products are available in a variety of styles, colors, and price

points—and it doesn't require changing the way most of us live or do business. By choosing products with the WaterSense label, you know you'll be saving water for future generations.

- Consumers can reduce their water bills by as much as 30 percent by using WaterSense labeled products and other water-efficient appliances.
- Manufacturers can differentiate themselves in the marketplace by offering WaterSense labeled products that perform as well as or better than standard models.
- Businesses can help increase the marketability of the water-efficient products they sell and reduce their operating costs by adopting water-efficient best management practices.
- Builders can partner with WaterSense to construct homes that use less water inside and out.

Be for water and start saving!

Anyone can join We're for Water—a campaign sponsored by EPA to educate consumers about the importance of water efficiency—by taking the I'm for Water pledge on the WaterSense website (www.epa.gov/watersense). "Like" WaterSense on Facebook (www.facebook.com/EPAwatersense) or follow on Twitter (@EPAwatersense).

