

FLUSHMATE®

BRIEFING 2

A DIVISION OF SLOAN VALVE COMPANY

The Truth About Customer Satisfaction of ULF Toilets

The demand for products that trim water use is growing. According to a recent article in *HARDWARE AGE*, a trade publication for the hardware industry, products such as low-flow shower heads and water-saving toilets that help customers save water will be increasingly in demand. "Even in areas unaffected by water shortages or droughts, it's expected that concerned shoppers will be interested in doing what they can to save natural resources, and to save money," reported Jan Brenny in an article entitled "Make Room for Water Savers."

The article pointed out that people will want to save water because "it's the right thing to do for the environment," and not just because it will save money. According to Bill Von Neida, a research associate with Green Seal, Inc., the Washington, D.C.-based, independent certification company that assesses the environmental claims of manufacturers, "The magnitude of the water wasted in this country is hard to believe."

- approximately 70% of water flushed down traditional-sized toilets isn't required for effective sewage transport
- 50% of the water used to shower isn't necessary either.

According to the group, the wasted water is enough to supply the annual needs of more than 80 million Americans.

These studies and articles show that as more people turn to Ultra Low Flow (ULF) toilets for water-saving solutions, it is important to distinguish between the true performance characteristics of these new products. Like all products, there are sometimes subtle differences which can mean a big difference in results.

What People Are Saying About ULF

One of the nation's Municipal Water Agencies recently embarked on a comprehensive study to determine the overall satisfaction of ULF toilet users. Thousands of multi-family dwelling and private residences respondents participated in the study, and they found out some very interesting things.

Satisfied. More than half gave their ULF toilet a "very satisfied" rating. In fact, three out of four respondents are "very likely" to purchase a ULF toilet in the future.

What did the purchasers like best about the ULF? That they save water! However, many ULF toilets required *double-flushing* more than conventional toilets, which can actually reduce the water saving results. Still, that didn't seem to bother the participants, since the *perception* was that despite double-flushing, ULF was still saving water. Helping conserve our precious resource is important to people.

As far as performance was concerned, "flushing action" was what respondents complained about the most with their ULF (yet, only 15% of respondents complained!). Of those who did complain, most referred to problems with having to *double-flush* the toilets as the factor they were most displeased with in their ULF.

The Pressure Story. Of the specific ULF brands/models identified in the survey which accounted for 90% of the toilets for which responses were received, only two were pressure-assisted types. Most important, **it was those two pressure-assisted types that were the leaders in terms of satisfaction and performance.**

Double-Flushing. When people were asked how often they had to double flush their new ULF toilet, about 32% said that they "never do." But when respondents with pressure-assisted models are examined, that figure climbs up to a significant *56% for one model, and 44% for the other.*

Mechanical Problem Frequency. Seventy percent reported they never have mechanical problems with their ULF toilets. Yet, here again ratings from people for pressure-assisted types were significantly higher than those of gravity types. In fact, almost 82% of the people who used the two pressure-assisted toilets reported never having any mechanical problems.

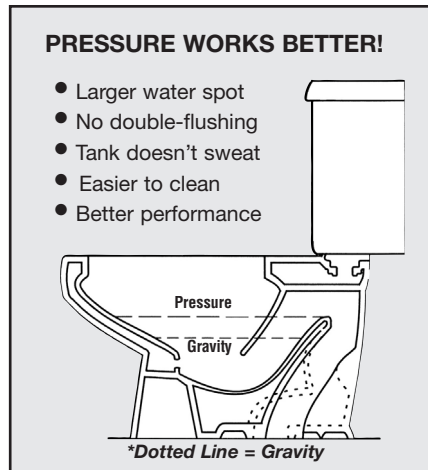
Use of Plunger. Only half of the people said that they never had to use a plunger to unclog their ULF toilet (about 21% said they used a plunger once a month or more often). However, with the pressure-assisted types, almost 85% say they NEVER have to use a plunger!

Need to Clean. Almost half (47%) of respondents reported having to clean their ULF toilets weekly (which matched the 49% who said they cleaned their conventional toilets weekly). Switching to ULF seems to make little difference in terms of the frequency of required cleaning. Nearly seven out of ten people said they clean their ULF toilet as often as they did their conventional toilet.

Unclogging Sewer Line. Seven out of ten people reported they have never had to have their sewer line unclogged since installing the ULF toilets. Prior to installation, half said they required such services. The difference, it seems, is due to the short period of time that the ULF toilets have been in operation at the time the survey was conducted.

But other tests have shown that pressure-assisted ULF fixtures help keep sewer lines clear. One of these tests was based on ANSI report #91-01 which compared gravity and a pressure-assisted unit. The chart shows the results of that test.

	Gravity	Pressure
Water Used	1.6 gpf	1.6 gpf
Water Spot	4x5	10x12
Trap Seal Depth	2	2 5/8
Trapway Size	1 5/8	2 1/8
Hydraulic Bowl Design	Siphon Jet	Blow Out
Rate of Flow (gpm)	25	70
Tank Sweats	Yes	No
Double-Flushing	Yes	No
Leakage	Yes	No



You can see that pressure-assisted units offer a number of advantages that contribute to superior drainline carry characteristics, which will result in less of a need to clear sewer lines.

Advantage FLUSHMATE®

Sloan's *FLUSHMATE* Operating System is one of the top-rated ULF toilets on the market today. Its proven low-consumption technology does not sacrifice satisfaction for performance, and can play a key role in saving water. As more strict demands are made for conserving our precious resource, it is important to have an operating system that does not sacrifice performance to meet those water-saving objectives.

Sloan's *FLUSHMATE* is such a system. ■ *FLUSHMATE* delivers 1.6 gpf/6.0 Lpf at 70 GPM/265 Lpm—that's strong enough to clean the bowl with every flush, and strong enough to completely eliminate double-flushing! In fact, it improves drainline carry and helps eliminate clogs, too!

■ *FLUSHMATE* offers a larger water spot to reduce housekeeping chores. Fixtures using *FLUSHMATE* also don't sweat, which eliminates wet floors.

FLUSHMATE-equipped pressure-assist toilets are available from leading fixture manufacturers worldwide in a variety of colors and styles.

FLUSHMATE systems are available in 1.6 gpf (6 lpf) or 1.0 gpf (3.8 lpf) models from leading fixture manufacturers worldwide in a variety of styles and colors. For more information on these systems, including *FLUSHMATE*'s automatic sensor flushing systems, please contact us or visit our website: www.flushmate.com.



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