

# WATERMARK

DESIGN INSPIRATIONS

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## FOR IMMEDIATE RELEASE:

# WATERMARK ENTERS THE GREEN MARKET.

*With A Showerhead Adapter That Converts Water Reduction To 1.5 gpm!*

(Spring Creek, New York—June 18, 2007) In an ongoing effort to make more responsible choices for the environment, Watermark has a patent pending on a new water reducer designed to decrease showerhead water consumption. Model SH-1.5ADP is adaptable on any of the Watermark showerheads, creating a fitting that is not only beautiful but an environmentally wise choice.

Watermark's creation of this green device was based on the "Bernoulli Principle", a standard of conservation of energy, developed by physicist Daniel Bernoulli in 1723. The trick is aeration. Due to the injection of air into this specialized water saving adapter, the flow of water is reduced to 1.5 gallons a minute while giving the user the same "feeling" as using a 2.5 gallons a minute showerhead. With the average American's indoor water use equaling 35% for showers, baths and faucets, Watermark's new showerhead water reducer is a great way to reduce water usage. Forget compromising on a shower system with a miserly trickle of water and luxuriate in a shower with copious water --- enjoy being clean as well as green!

Masterfully designed for use in the home as well as for commercial applications, this ingenious Watermark adapter is featured in the Helena Project on West 57th Street in Manhattan, a venture designed by Durst and developed by The Related Group.

The reducer is available for all Watermark lines as well as for all other brands of showerheads and may be installed on new or existing faucets. Pricing depends on finish: Standard Finishes retail for \$81.00, Designer Finishes are \$102.00, and Exotic Finishes are \$110.00.

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Model SH-1.5ADP joins an already unique collection of Watermark products. From the simply elegant to the dramatically exotic, Watermark offers a full line of beautiful faucets, bath accessories, lighting fixtures, decorative hardware, vanities, mirrors, bath furniture and fixtures to create a complete custom look.

Now, going “green” is easier. For more information on the Showerhead Water Reducer or any of Watermark’s other products, please contact Watermark at 1-800-842-7277 or visit [www.watermark-designs.com](http://www.watermark-designs.com).

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