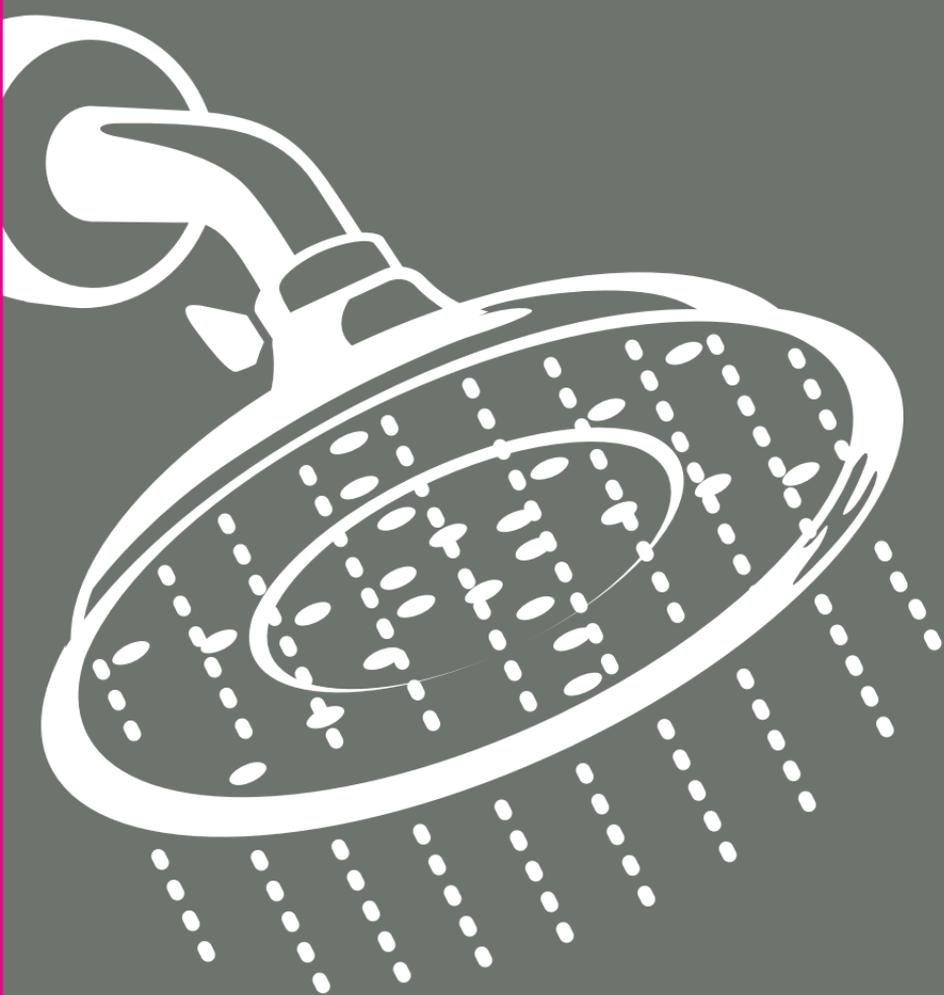


# ENERGY-SAVING HANDBOOK

## SHOWERHEADS





Dear Retailer,

Thank you for offering efficient showerhead options through Energy Trust of Oregon. You are vital to providing customers with remedies to soothe their “loves-long-showers-syndrome.” This energy-wasting dilemma strikes when taking long, hot showers leads to chronically high water heating expenses.

WaterSense® showerheads are the remedy. They use 20 percent less water than standard models and reduce water heating costs without compromising on performance. By working with Energy Trust, you can offer your customers instant discounts on qualifying WaterSense showerheads. Customers simply look for products identified by Energy Trust marketing materials and receive the discounted price at the time of purchase; no coupons or forms are required.

### **What support will I receive?**

A field representative will visit your store monthly to help ensure success by:

- Training your staff on qualifying energy-saving products
- Ensuring all products are in stock and priced correctly
- Providing all necessary point-of-purchase marketing materials
- Conducting educational outreach events—at mutually agreed-upon times— to guide customers to qualifying products
- Making your business searchable by customers looking for discounts on Energy Trust’s website at **[www.energytrust.org/showerheads](http://www.energytrust.org/showerheads)**

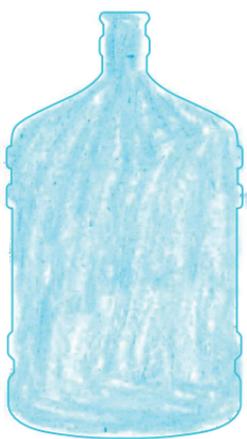
Our team looks forward to working with your store. Your customers will enjoy products that help them save water and energy while you enjoy the added benefits of increased sales.

## WHY SHOULD I CHOOSE AN EFFICIENT SHOWERHEAD?

Water heating is the second biggest contributor to home energy bills, and showers typically account for most of a family's hot water use. Installing WaterSense showerheads is one of the most affordable and effective ways to reduce energy and water use and expenses each month.

### STANDARD SHOWERHEAD

5 gallons of water  
OR MORE every 2 min



- 2.5 gallons per minute (gpm) OR MORE

### WATERSENSE SHOWERHEAD

4 gallons of water  
OR LESS every 2 min



- 2 gpm OR LESS
- Uses 20% less water
- Performs just as well OR better

## LOOK FOR THE WATERSENSE LABEL

Whether you are replacing an older, inefficient showerhead or looking for other ways to reduce water use and save energy, look for the WaterSense label. Water-saving showerheads that earn the WaterSense label must show that they use no more than 2.0 gallons per minute. Products with the WaterSense label are independently certified to ensure they meet EPA water efficiency and performance criteria.



## WATERSENSE SHOWERHEADS FAQs

### How does an efficient showerhead work?

An efficient showerhead is designed to reduce water flow while still providing strong water pressure that ensures a great shower experience. By using less water for each shower, you also reduce the amount of energy needed to heat the water by 20 percent!

The water savings come from aeration and/or flow restriction. Showerheads that use aeration incorporate air into the stream of water by drawing air in or forcing it into the water stream with compressed air. This process provides consistent pressure, velocity and spray. Showerheads that use flow restriction emit a pulsed stream of water, providing a strong water flow.

Some efficient showerheads also include shut-off valves that allow the user to stop the water flow while soaping up or shaving. Others include an added temperature feature that avoids the waste of hot water while the shower is warming up—saving even more energy and money.

### Can I replace all my showerheads?

Efficient showerheads can replace any kind of showerhead except a ceiling-mounted model.

### What showerhead styles are available?

There are a variety of brands that offer different water flow options, styles and finishes. Both wall-mounted and handheld models are available. Water flow options include brisk, rainfall, mist, massaging and variable spray, among others.

### How much does an energy-saving showerhead cost?

Efficient showerheads can range from \$7 to \$50, depending on the model. Handheld models are typically more expensive than fixed, wall-mounted models.

### Can I get discounted prices on energy-saving showerheads?

Yes, Energy Trust works with participating locations to offer special pricing on qualified energy-saving showerheads.

### Once I've changed my showerhead, how do I dispose of the old one?

Showerheads contain no hazardous materials, so dispose of them in your household garbage.

## SHOWERHEAD STYLES

WaterSense showerheads come in a variety of styles including wall-mounted or handheld.

### STANDARD



### BELL SHAPE



### RAINFALL



### HANDHELD



Other considerations when choosing an efficient showerhead:

- Finish: Bronze, chrome, brushed nickel, white and more
- Spray pattern: Brisk, rainfall, mist, massaging and variable spray, among others



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Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future.

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