

# BRIZO

..... GREEN IS BEAUTIFUL .....







# **BRIZO'S**

## COMMITMENT TO GREEN

*goes beyond product*

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In fact, there are three chapters to our green story: Water Conservation, Water Purity, and Environmentally-Friendly Manufacturing Processes. All of these play an equally important role in making green more than just virtuous and responsible, but rather glamorous, elegant... and yes, beautiful.

Here is our vision for a luxurious, more sustainable world.

# WATER CONSERVATION

**Saving water feels good. But we believe it can feel positively indulgent. To that end, Brizo offers a wealth of products that maximize water efficiency without compromising the personal experience.**



As a WaterSense Partner, Brizo is committed to working with the Environmental Protection Agency (EPA) to encourage efficient use of water resources, and actively protect the future of our nation's water supply. WaterSense labeled products use about 20% less water and perform as well or better than their less efficient counterparts. Brizo plans for all of our lavatory faucets to be WaterSense certified by the end of 2009.

- Our Vesi™ Channel lavatory faucet, which replicates the sound of a babbling brook, is hydro-engineered to reduce water consumption by 36%.
- Our exclusive H<sub>2</sub>Okinetic Technology® provides the feel of a high-flow shower experience with less water, making 1.6 gallons of water per minute feel like 2.5.
- Our Pascal® faucet features SmartTouch™ and hands-free sensor activation, which conserve water by initiating water flow precisely when needed.



VESI™ CURVE LAV *flow rate: 1.5 gpm*



BODY SPRAY WITH H<sub>2</sub>OKINETIC TECHNOLOGY® *flow rate: 1.6 gpm*



PASCAL® KITCHEN *flow rate: 1.9 gpm*



RSVP™ LAV *flow rate: 1.5 gpm*



WILLIAMSBURG™ LAV *flow rate: 1.5 gpm*

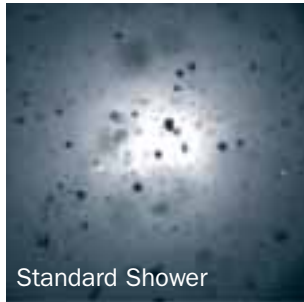


TRESA® BRIDGE LAV *flow rate: 1.5 gpm*

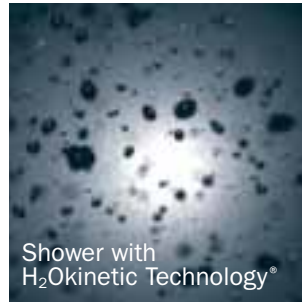


PROVIDENCE™ LAV *flow rate: 1.5 gpm*





Standard Shower



Shower with  
H<sub>2</sub>Okinetic Technology®

**Droplet size:** Larger water droplets offer a more massaging showering experience.

## H<sub>2</sub>OKINETIC TECHNOLOGY®

H<sub>2</sub>Okinetic Technology is the study of water in motion, and the Brizo Custom Shower Systems are the first to bring this revolutionary technology to market. By controlling water's shape, velocity and thermal dynamics, we've reinvented the showering experience—creating a warmer, more luxurious spray that blankets the body. This technology delivers a 1.6 gpm flow rate that feels like a full flow 2.5 gpm traditional shower body spray.

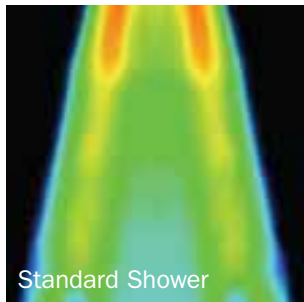


Standard Shower

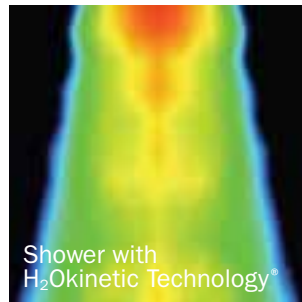


Shower with  
H<sub>2</sub>Okinetic Technology®

**Spray coverage:** A dense shower spray offers a more drenching blanket of water coverage.



Standard Shower



Shower with  
H<sub>2</sub>Okinetic Technology®

**Thermal Dynamics:** Larger water drops and a dense spray pattern result in a warmer, more consistent shower experience.



## PASCAL® KITCHEN FAUCET

Designed for the cooking enthusiast, Pascal brings a new level of convenience and safety to the kitchen. A built-in motion sensor provides hands-free functionality, while a touch-sensitive spout and handle with SmartTouch™ Technology activates water flow only when needed—leading to efficiency of motion during food preparation and water savings. A built-in water flow time-out feature stops the flow after extended periods of use, resulting in additional water conservation.



LED MODE INDICATOR



MANUAL



HANDS-FREE



TOUCH



## WATER PURITY

There's more to being green than saving water—there's also maintaining the quality of water. With our DIAMOND™ Seal Technology leading the way, Brizo is committed to achieving this goal.

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### DIAMOND™ Seal Technology

Diamond is the hardest known naturally occurring substance, and we've harnessed this incredible strength in our products. DIAMOND Seal Technology uses a valve with a durable diamond coating to create a faucet that lasts up to 5 million uses—10 times longer than the industry standard.\*



Diamond Valve

Also protecting water from contaminants is our Inno-Flex® waterway with PEX-C tubing, featured in our DIAMOND Seal Technology products. This lead-free solution not only safeguards water purity, it opens up exciting new design possibilities.

### AB 1953 Compliance

Assembly Bill (AB) 1953 in California mandates that, after January 2010, all faucets sold in California contain no more than .25% lead content in waterway components. Brizo will offer a full assortment of compliant products that meet all legislative requirements for lead content in product waterways before the deadline. Brizo is pleased to make these compliant products available everywhere—not just in California.

*\*Durability based on industry standard ASME 112.18.1, 500,000 cycles.*

## ENVIRONMENTALLY-FRIENDLY MANUFACTURING PROCESSES

Making products that are green is the right thing to do. At the same time, we recognize that the way those products are made needs to be green, too. With that in mind, Brizo has taken steps to ensure that our manufacturing processes have as little impact on the environment as possible.

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- All of our manufacturing plants recycle the water we use.
- Our manufacturing plants recycle excess brass used in the manufacturing process, repurposing it to make new faucets.
- Our manufacturing plants use a water-based metal cleaning method that eliminates the need for ozone-depleting solvent degreasers.
- In 1999 our parent company became the first domestic faucet manufacturer to be ISO 14001 registered. (ISO is the international conformance standard for environmental management.)
- We are always looking to develop new technologies—and new ways of implementing those technologies—that will enable us to reduce our environmental footprint without sacrificing convenience or comfort for our consumers and end users.



# BRIZO SUSTAINABLE COMMITMENTS



## *WaterSense<sup>SM†</sup>*

WaterSense is a special certification given to faucets that meet the water efficiency requirements set forth by the Environmental Protection Agency (E.P.A.). It recognizes faucets that are both high-performing and water-efficient, possessing a flow rate of 1.5 gallons per minute (gpm) or less.



## *USGBC/LEED®††*

The U.S. Green Building Council (USGBC) developed the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ to provide a national standard for what constitutes a sustainable building. A total of five points are available for water efficiency for LEED-New Construction. The products highlighted in this brochure can contribute toward points for LEED certification.



## *NAHB*

Our products can help builders meet Model Green Home Building Guidelines for water-efficiency in the home as established by the National Association of Home Builders (NAHB).



## Environments for Living® Certified Green

A Masco Corporation initiative, this program combines concepts of building science with a Limited Comfort Guarantee and Limited Heating and Cooling Energy Use Guarantee, to deliver homes that are built to higher, sustainable standards.

*†WaterSense and the WaterSense logo are registered marks of the US Environmental Protection Agency.*

*††LEED and the LEED Certified logo are the registered trademarks of the US Green Building Council.*



