



WaterSense®

Every Drop Counts!

What is WaterSense?

WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency (EPA). Its mission is to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services.

What does WaterSense do?

WaterSense is the symbol for water-efficient products, services, and practices. By setting performance and water use specifications, WaterSense helps consumers identify products that meet EPA criteria for efficiency and performance. The WaterSense label appears on high-efficiency toilets that use 20 percent less water than standard models. EPA is also partnering with landscape irrigation professionals certified by WaterSense labeled programs focusing on water efficiency. In the future, EPA will consider additional indoor and outdoor home products, as well as commercial products.

Why promote water efficiency?

Although water shortages have typically been a concern in the Western United States, today concerns about water are spreading across the country. Water managers in at least 36 states now expect local or regional water shortages to occur over the next several years. Wasting less water in our homes and yards also saves money and improves the quality of our water sources nationwide. When we use less water in our homes and daily lives, we all win.

How can I get involved?

Saving water is easy—many products are already available for use, 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 making a few simple purchasing decisions.
- Manufacturers can differentiate themselves in the marketplace by offering water-efficient products that perform as well as or better than conventional models.
- Businesses can help increase the marketability of the water-efficient products they sell or improve their bottom line by saving water in their operations.
- Most importantly, the environment benefits from a few simple actions that we all can take.

Start saving!

Look for products with the WaterSense label for your bathroom and lawn, use a WaterSense irrigation partner for your landscape watering system, and visit www.epa.gov/watersense to find easy practices you can undertake at home to reduce your water bill and environmental impact!

