

Around the House
Plumbing Article #21 – Plumbing Innovations
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Headline

Newfangled Notions in Plumbing...and how they can bring added convenience and cost savings to your everyday life.

Text

The world is changing. Even the world of plumbing. And **it's changing in response to your everyday needs, and for our common need and desire to conserve precious energy resources.**

So in this issue of "Around the House," we're pleased to offer you a few ideas that we know you can live with...and quite comfortably and affordably, at that.

Hot and Cold Outdoor Faucets.

An outdoor faucet is an outdoor faucet, right? Not anymore, it's not. Because **now you can get cold, warm, AND hot water from your outdoor faucets** for all kinds of added uses. Take filling your kids' outdoor pool, for example. Now you have to fill it up and wait an eternity for the sun to warm the water. With a hot and cold outdoor faucet that lets you regulate the water temperature just as you can indoors, the water will be ready for swimming and splashing as soon as the pool is filled. Then there's **washing your car, taking outdoor showers, hosing down your vinyl siding** and....well, you get the idea. It's an idea definitely worth warming up to.

Pure Drinking Water at the Push of a Faucet.

With all the emphasis on environmental conditions, no doubt you've considered a whole-house water filtration system – at one time or another – to **make sure you're drinking, washing, and cooking with the purest water possible.** Well, here's at least a partial and definitely more

affordable alternative: an integrated filtration system that allows you to **draw tap and great-tasting filtered water from the same spout**. The spout itself features dual waterways, and is a snap to operate and install. It also features an under-the-sink carbon filter that you can change yourself to keep your drinking water as pure as pure can be.

“Green” Plumbing Water Fixtures.

At (company name), **we provide a wide variety of green plumbing solutions** to help conserve and purify your water.

Low-flow faucets and showerheads, for example, reduce the volume of water by adding air or compressed air to the flow. This creates a high velocity spray that seems like more water is coming out of the fixture. Best of all, **they can help cut your hot water consumption by up to 50%**.

Next, your **toilets account for about 26% of your annual water usage**. So by purchasing low-water consumption toilets that average about 1.28 gallons per flush vs. the old standard of 1.6 gallons, you’ll conserve tons of water each year with no loss of water pressure.

A Different Kind of Green.

For more information on these or any other newer plumbing innovations, we hope you’ll call on the professionals at (company name). And while you’re at it, **please enjoy a \$50 savings on the purchase and installation of a low-water consumption toilet**. Just one little way of saying thanks for keeping us in mind... *“Around the House.”*

Main Coupon

Low-Water Consumption Toilet

Save \$50

...on the purchase and installation of a low-water consumption toilet. This offer may not be combined with any other discounts or promotions.

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Teaser Copy

Just when you thought you knew all there was to know about plumbing...bam! We go and present a fresh idea of two. Check inside for all the details.

Plus, 3 coupons you can use now...