

# NEW AGE OF PLUMBING

*Hardware Retailing* magazine analyzed the recent trends in plumbing technology in its January 2015 issue. This Category Selling Guide defines recent trends in plumbing technology, broken down into three segments, with retailers identifying green plumbing products as the most popular among consumers. You can print out the posters below for your associates so they can learn more about water usage and pass this information along to your customers.

## Applied to Retail:

Although your store may not carry all of these items, it is important to recognize the latest trends in this category. Heavily promote your green selection, as a *Hardware Retailing* questionnaire proved consumers seek out these products. Also, consider adding touchless toilet kits to your inventory. These products are an affordable and practical alternative to replacing entire toilet fixtures. As the technology becomes more affordable, consumers will add these products to the home.

## How To Sell:

Designate an endcap with two low-cost products, such as low-flow showerheads or touchless toilet kits. This piece will help your sales team start a conversation with customers about how they can save money and reduce water usage.



## Nearly 50%

of respondents say they see customers seeking out environmentally friendly and high-tech plumbing products.



## 1 in 4

respondents say they have customers seeking out touchless technology for plumbing products in the home.



## The Top Three Trends in Plumbing Technology

### 1

### Add a Personal Touch

- Shower control systems allow consumers to personalize their shower experience
- Music is being integrated into showerheads and bathtubs via a Bluetooth speaker
- LED lighting shows consumers water temperature in faucets

### 2

### Go Green to Save Green

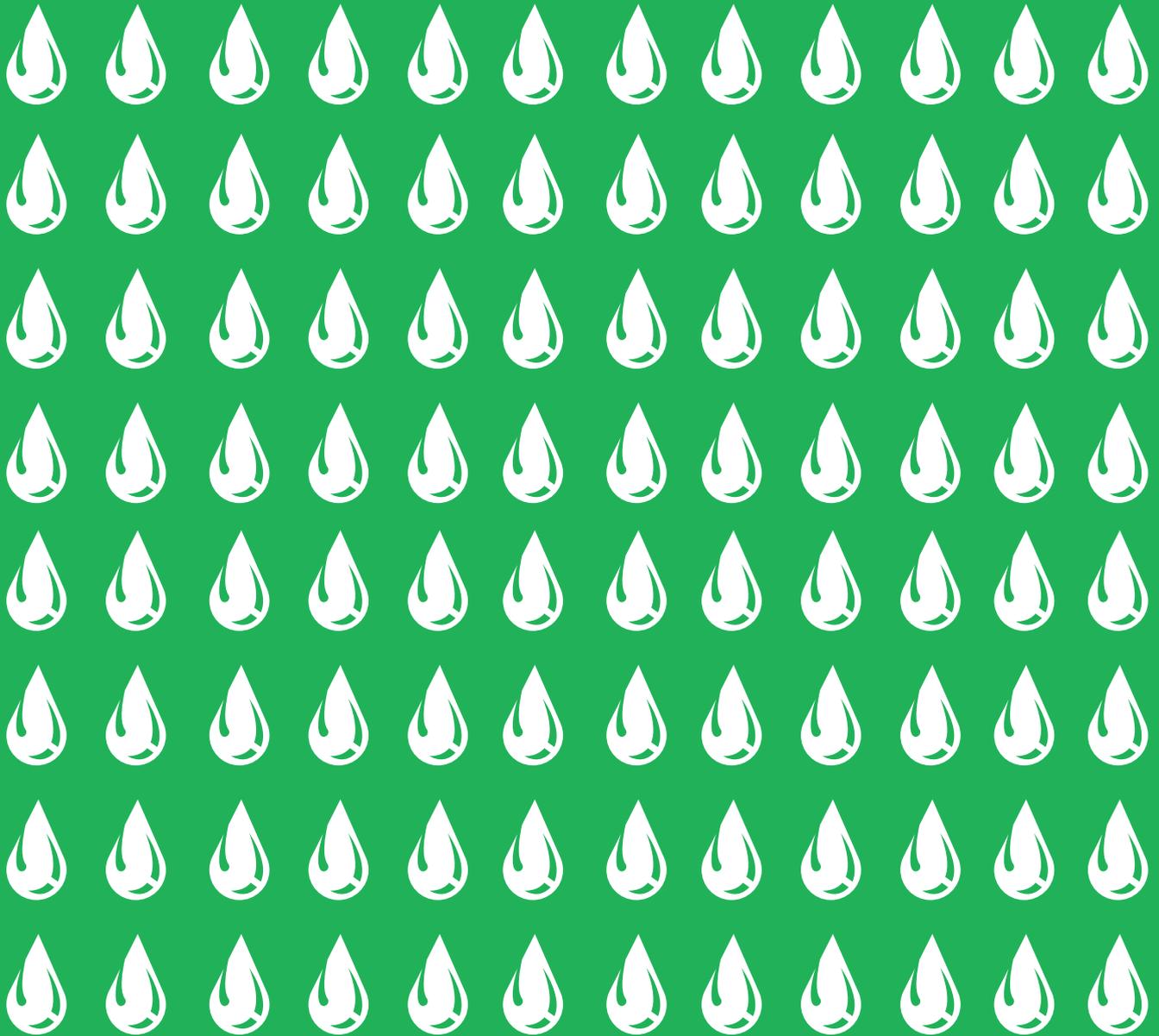
- New “smart” dishwashers save water through reuse of final rinse cycle
- Tankless water heaters use about 22 percent less water than a regular storage water heater
- Graywater systems reuse relatively “clean” water from shower or sink runoff for non-potable purposes

### 3

### Keep Germs at Bay

- Touchless faucets provide users a hands-free experience
- Automatic toilets allow users to wave hand over toilet for it to flush
- Water filtration systems eliminate contaminants from drinking water

# HOW MUCH WATER DO WE USE?



 = 100 GALLONS

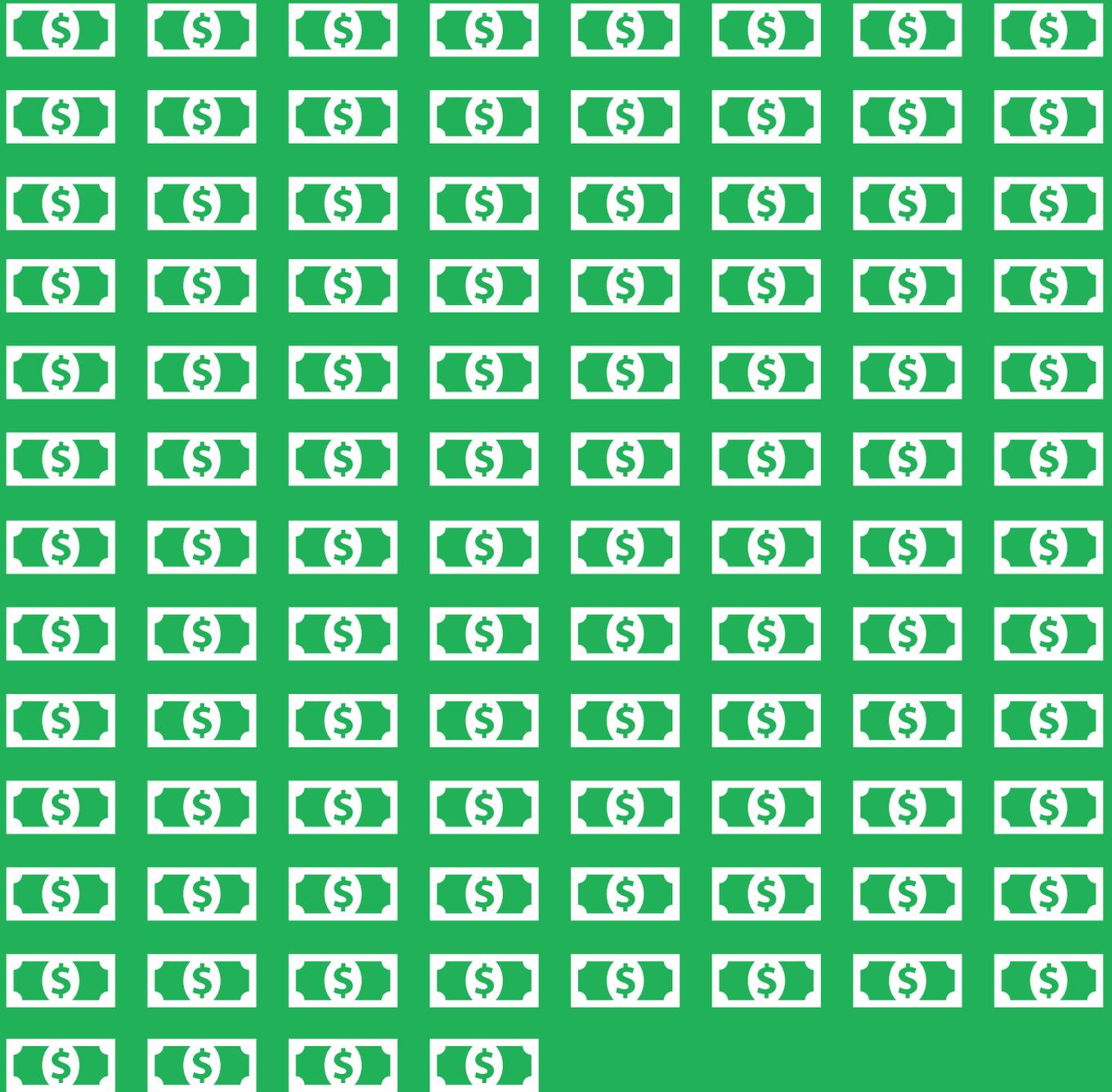
14 percent of daily water use occurs from leaks. An average household's leaks can account for more than **10,000 gallons** of water wasted every year, or the amount of water needed to wash 270 loads of laundry.

Source: US Environmental Protection Agency

## HOW TO SELL

When selling in the plumbing department, this fact can be shared with customers. The potential savings might be a good motivation for consumers to upgrade their fixtures.

# HOW MUCH WATER DO WE USE?



 = \$5

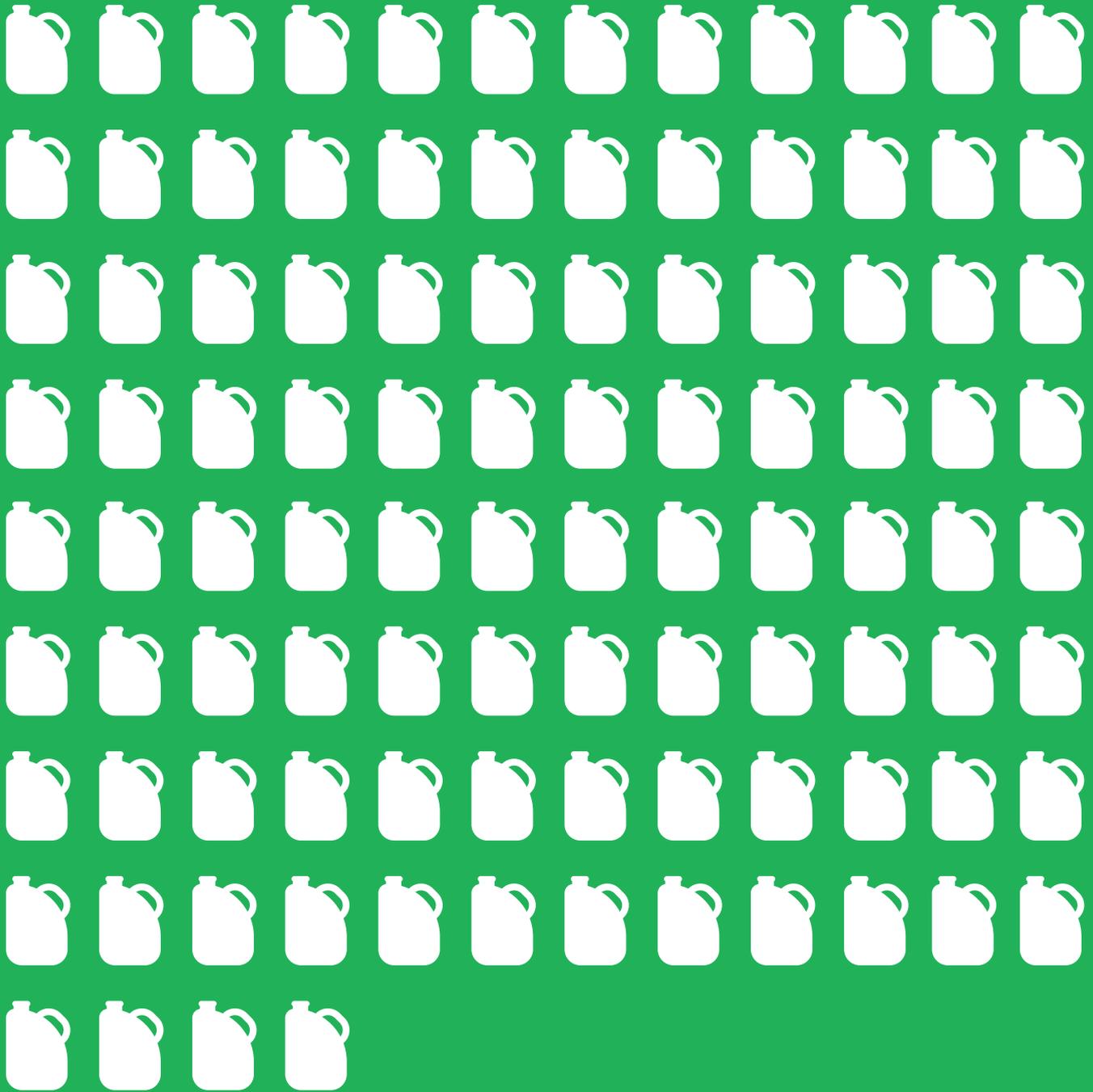
The average household spends as much as **\$500 per year** on their water and sewer bill and can save about \$170 per year by installing water-efficient fixtures and appliances.

Source: US Environmental Protection Agency

## HOW TO SELL

Sales associates can help customers looking to save water and money on monthly utility bills. Lead them to water regulated toilets and showerheads.

# HOW MUCH WATER DO WE USE?



Each American uses an average of **100 gallons** of water a day at home.

*Source:* US Environmental Protection Agency

## HOW TO SELL

When sales associates are looking to boost sales in water-regulated plumbing products, throw this shocking fact out there.