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SLOAN MAKES SPLASH AT GREENBUILD 2010

Platinum Sponsor Showcases Major Education Gift to Chicago, Water Conservation and Green Bathroom Products

Chicago-based Sloan Valve Company, the world's leading manufacturer of water-efficient plumbing systems and a Platinum sponsor of Greenbuild 2010 (the world's largest conference and expo dedicated to green building), is making green giant strides in changing facilities' water footprint.

"Water usage has climbed 207 percent in the U.S. since 1950, vs. a population growth of 88 percent," stresses Jim Allen, co-president of Sloan. "Water is the most valuable natural resource in our universe, and the need for sustainable water strategies must emerge in building designs today."

Founded in 1906, education and leadership are key for the 104-year-old family business that is unveiling new products, programs and partnerships that will affect Chicago, the U.S, and the world. From Sloan toilets, urinals and faucets to Excel high-speed hand dryers, the "Next Generation Green Restroom Design" blends design and innovation to reduce water, energy, maintenance and waste.

Sloan news splashes include:

EDUCATION/COMMUNITY. Sloan will announce plans with the **Green Schoolhouse Series** to help fund two 12,000-square-foot Green Schoolhouse buildings in 2013 for two aging K-12 Chicago public schools. Sloan will be outfitting restrooms with plumbing systems, including all fixtures and fittings. Excel Dryer is partnering with Sloan to provide hand dryers. Sloan is a Flagship Partner with the Green Schoolhouse Series to provide an alternative to unhealthy and unsafe classroom portables across the country. The nationwide initiative will provide 21st Century Learning Classrooms, featuring green restrooms. Healthier school environments have proven to improve test scores, as well as use 33 percent less energy and 32 percent less water. The first two school initiatives kick off in Phoenix this year, followed by L.A., San Francisco and other areas of California in 2012. The gifted schools will have zero construction costs to schools or taxpayers, will benefit low-income communities and help the unsustainable demand on existing K-12 public school infrastructures. Taking an "extreme school makeover" approach, the schools take 30-45 days to complete, and the added structure can be used for daytime studies as well as 3-6 p.m. after-school programming. Sloan and not-for-profit Brighten a Life will work with Chicago's Board of Education to solicit applications for the first Green Schoolhouse in Chicago. There will be 75 schools built nationwide in 25 markets by 2016, featuring the Next Generation Green Restroom design by water-efficiency experts Sloan and energy-saving partner, Excel Dryer.

- **USGBC RECOGNITION.** Sloan products are showcased on the U.S. Green Building Council Virtual Tour Course, highlighting Sloan's Next Generation Green Restroom Design-- utilizing Sloan water-conserving plumbing products and energy-saving Excel Dryers. USGBC utilized Sloan products in the renovation of its 75,000 sq. ft., two-story circa 1970's office building in Washington, DC--the first project to achieve LEED Platinum status under the newest version of its green building rating system. The project uses up to 50 percent less energy and 40 percent less water; 95 percent of office waste is diverted from landfill. The AIA/CSI/GBCI CEU course emphasizes how plumbing fixtures such as Sloan plumbing fixtures and high-efficiency hand dryers can help reduce water use, energy, maintenance and cost while delivering the lowest environmental impact.

- **CRADLE-TO-CRADLE.** Sloan is eliminating waste through innovative design, creating a wholly positive footprint on the planet—eco-effectiveness. Sloan is highlighting the Royal® 111 manual Flushometer and UPPERCUT® dual-flush WES-111 Flushometer at Greenbuild 2010. Both are C2C certified Silver. This year, Sloan Valve has received recertification as the first plumbing company in the world to receive the Cradle-to-Cradle Design certification for its products. MDBC, the product process and design firm that evaluates companies, bases the certification on “eco-effectiveness” based on a 10-month exhaustive review of manufacturing processes and materials. The Royal was the original Flushometer produced by Sloan Valve Company when it started 104 years ago.
- **PRODUCT INNOVATION.** Sloan will showcase Vitreous China Fixtures with cutting edge water saving designs, a new Waterfree Urinal, a Corn Cob sink, and a solar-powered Sloan SOLIS® faucet, among other leading water- and energy-efficient items. Sloan’s award-winning AQUUS water reuse system will also be featured. AQUUS doesn’t waste fresh water to flush a toilet, it takes the water that goes down the bathroom sink, filters and disinfects it and uses it to flush the toilet. Re-using water saves an average of 6,000 gallons of fresh water a year per unit. *Sustainable Industries* named AQUUS a Top 10 Green Building Product Award Winner in 2010. With no water required to use and reduced sewer costs, the Waterfree Urinal is a water conservationist’s dream. Bio-Deck lavatory styles are made from ground-up corn cobs. The bio-material replaces petroleum-based material typically used in solid-surface systems to create conversation-starting and socially responsible designs for lavatories. Sloan’s new Sloan SOLIS EAF-275 faucet uses solar-powered technology and leading-edge technology for energy and water savings (achieving LEED credit points). It works with ambient light, like a solar-powered calculator, and transforms light from any source into electrical energy. Water flow is regulated, sensors automatically turn water off and there is integral temperature control.
- **WATER & ENERGY EFFICIENCY.** Sloan is hosting a Water Savings Challenge at Greenbuild 2010 to educate users about water conservation. Adding another green message, Sloan will hold a drawing to give away 10 Trek eco-friendly bikes -- the green way to travel. Eliminating paper goods and landfill, handouts are limited to a recycled business card with a link to Sloan’s new virtual on-line tradeshow booth and information. Following use, the seed business card includes instructions to plant it to grow wildflowers. Other materials are being distributed on bamboo flash drives.

With solar energy panels and giant wind turbines on the rooftop of Sloan’s Franklin Park, Ill., headquarters and manufacturing facility, action demonstrates commitment. The firm is the largest user of renewable energy credits in the State of Illinois, and across the entire plumbing industry—with renewable energy credits offsetting 100 percent of its electricity use. Sloan is the recipient of the U.S. Environmental Protection Agency’s Green Power Leadership Award for its Green Power Purchase.

Growing up in a passionate family business, three brothers—Jim, Graham and Kirk Allen, who now serve as co-presidents—pledged that Sloan would show the world just how precious water is, and how to reduce water use with high-quality, high-tech plumbing materials developed at their plant. They are doing just that.

Sloan is a name you have seen in countless airport, office and restaurant restrooms across the globe. Seven years ago, Sloan was the first plumbing company to become part of the U.S. Green Building Council. Today, the name is synonymous with passion for the environment and innovative solutions. The message for water efficiency is clear, as are the company’s products and leaders.

“Being a Platinum sponsor of Greenbuild shows our commitment to providing efficient products that don’t sacrifice performance,” explains Jim Allen, a LEED-Accredited Professional who personally oversees Sloan’s water-efficiency division. “If we don’t demonstrate the value of water, who will?”