

# How do you bring the shower into the 21<sup>st</sup> century?

Keep the soap and water but add information! The **ShowerSaver™** is a low-cost monitoring device that provides the user with real-time data on shower duration and water consumption, empowering users to make the green decision while reducing customer utility costs.

## WHO ARE WE?



- We design, build, and market products that help our users to incorporate “green” decisions into their everyday lives. From our headquarters in the New York City area, we target both businesses and individuals throughout the world, filling the sustainability gap left by most traditional products.
- Although sustainability and the environment are of paramount concern to us, we also understand the importance of ROI and you achieving a reasonable return in order to make a compelling business case.

## WHAT DO THE NUMBERS SAY?

We have recently teamed up with several hotels to gain insight into user sentiment:

- User Experience – A total of 30 guest rooms over 3 properties were outfitted with the ShowerSaver™. The properties were diverse in terms of size, geography, target market (airport, city center, and resort) and level of service (luxury and mid-range). Guests were surveyed on their perceived effectiveness of the device as well as support of hotel installing the device. **80% supported** the hotel installing the device.
- NYC Sustainability Survey – 244 hotel guests we randomly surveyed at this luxury NYC hotel as apart of a broader independent sustainable hospitality survey conducted by a Columbia University graduate student. **84% supported** using the ShowerSaver™ even when guests were explicitly told that the stated goal of the device was to reduce shower time in order to lower facility-wide water usage.



## PRODUCT FEATURES

- **Virtual water-level** displays shower time and water use graphically, making it easy to follow and empowering users to make the sustainable choice.
- **Automatic Start/Stop** means you never forget to turn it on or off. Just get in and start showering!
- Easy installation, operates **independently of plumbing** allowing installation in just minutes.
- **Flexible** – as an option, enables owner to set customized shower time or water usage goals.
- Comes with **rechargeable** AA batteries which provide long-life and low maintenance.

## BENEFITS – FOR THE UTILITY

- **Low Unit Cost** – wholesale rates mean that the cost is affordable, whether subsidizing or outright purchasing for customers.
- **Meet PUC Requirements** – can be used in conjunction with mandated education or conservation programs to cost effectively effectuate meaningful change.

## BENEFITS – FOR THE CUSTOMER

- **Save Money** – just 1 minute off a daily shower can save \$15-\$50 annually per family member thanks to lower water, sewer, and electricity (+CO2) expenses.
- **Help Save the Planet** – customers will feel good helping reduce water and energy consumption – you empower them to make the sustainable decision!

## LEARN MORE

For further information, please visit [www.GreenStartsHere.com](http://www.GreenStartsHere.com) or contact [info@greenstartshere.com](mailto:info@greenstartshere.com)