

GERBER®

PROFESSIONAL PERFORMANCE

Media Contact: Shannon K. Benton

770.518.1000 x 213

skahlbaum@kleberandassociates.com

CONCORDIA COLLEGE UNDERSTANDS THE VALUE OF WATER CONSERVATION

Gerber's Viper™ Toilet Saves the College 450,000 Gallons of Water in One Year

WOODRIDGE, Ill. (January 2008) – Flushing a toilet more than once used to be the norm in some of the dorm halls at Minnesota's Concordia College in Moorhead. Taking a vast step toward minimizing plumbing repairs and conserving water, the college removed the old inefficient toilets, replacing them with high performance Viper™ toilets by Gerber Plumbing Fixtures LLC. The incorporation of new Gerber toilets saved the college over 450,000 gallons of water throughout the course of the year.

“We are thrilled to serve the students at Concordia College while maintaining Gerber's commitment to water conserving efforts,” comments Ron Mudge, marketing and new categories manager for Gerber.

In April 2006, the Concordia Plumbing Department, replaced 33 toilets with Gerber's Viper High Performance line. By simply installing Gerber's low consumption toilets, the college was able to save a significant amount of water within one year.

“The performance of the Viper toilet is tremendous. We have had minimal service calls in the dorm and the water savings is truly substantial,” comments Paul King, plumbing supervisor at Concordia College in Moorhead. “We are planning to install about 100 more of Gerber's Viper toilets this summer.”

With a student body of approximately 2,800, Concordia College in Moorhead is a quaint college making notable strides in the nation's growing “green” movement. In addition to its use of eco-friendly toilets, the school is teaching students how to adopt a sustainable way of life.

For additional information about Gerber's products visit www.gerberonline.com or call 630.754.0278. For further information on Concordia College in Moorhead, Minn., visit www.cord.edu.

About Gerber:

Gerber Plumbing Fixtures LLC is a leading manufacturer of vitreous china plumbing fixtures, faucets, fittings and bathroom suites for the residential, commercial and hospitality construction markets. Gerber products are sold exclusively to the plumbing professional and are supported with Gerber's exclusive “Best-in-Class” customer service. The company is committed to sustaining the environment through resource conservation and building best practices. Gerber is a member of the US Green Building Council and is a partner in the US EPA WaterSense Program.

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