



To whom it may concern:

Water flows freely in American households—perhaps *too* freely. The resource is often taken for granted, with most people assuming an abundant supply will always be available. The reality is, California is currently experiencing a serious water shortage. As we approach the 2009 summer, the state faces the worst drought since 1877.

At Tarpline, we believe even the smallest of efforts can create some big changes. We've developed an easy, cost-effective conservation device that drastically reduces the amount of water used by household toilets.

Among the nearly 37 million people residing in California in 2008, the average household (consisting of 3 people) is responsible for 15 toilet flushes per day. Over a year-long period, that equates to 5,475 flushes. With each flush of a low-flow toilet using approximately 1.6 gallons per flush, that's **8,760 gallons of water** expended per year!

The Water Wizard works to significantly reduce these usage amounts. The innovative device installs easily in any toilet, saving .145 gallons per flush for a low-flow toilet by diverting water back into the tank. Over an entire year, this adds up to an astounding **793 gallons of water saved** per household. If the Water Wizard is placed in only half of the households in California, it would conserve more than **4-1/2 billion gallons of water per year!**

Water Savings (1 year)			Per Household		State-wide (1/2 population)	
	Low-Flow Toilet	Low-Flow Toilet w/Water Wizard	Average Flushes per Year	Total Gallons Saved	Average Flushes per Year	Total Gallons Saved
Gallons Used	1.6	1.45	5,475	793	328.5 billion	4.758 billion

The figures presented above are for the regular low-flow toilets used in most households. For the larger toilets used in many restaurants, hotels, schools, and other public facilities, the total water usage savings would be even greater. The Water Wizard saves nearly a full gallon for every flush of a 3.81-gallon toilet.

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A major water shortage can kick-start a ripple effect across all aspects of life. With less water, farmers will have reduced irrigation for their crops, which can cause a spike in food prices and the need for rationing. Industry experts—including Lester Snow, director of the state’s water resource department—have called for California residents to “conserve water immediately, at home and in their businesses.”

The good news is, water conservation doesn’t have to require drastic sacrifices. The simple installation of the Water Wizard can make a significant impact without even the slightest inconvenience.

**Features of the Water Wizard:**

- Saves up to a gallon of water per flush, equating to nearly 800 gallons per household
- Installs in minutes on any standard toilet, even one without water-conserving features
- Durable plastic materials stand up to years of use, and are impervious to corrosion, warping, and mildew
- Each kit includes two 6 3/4"L tubes, two 2 3/4"L Water Wizards, and detailed instructions

We’ve enclosed a fully functional sample of the Water Wizard, along with testing data that illustrates the potential water savings. We invite you to test out the product and contact us with any questions or comments.

At Tarpline, we believe everyone has the power to reduce our collective environmental impact. We’re committed to doing our part to promote conscientious, eco-friendly households—one flush at a time.

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