

WaterSense® Saves Americans Money and Supports American Manufacturers



WaterSense® makes it easy for consumers to reduce water and energy costs with more than 42,000 products that have been independently certified to perform well. Supported by water utilities, plumbing associations, and manufacturers that voluntarily seek the WaterSense® label, the program provides significant benefits to the U.S., including:

Homes with WaterSense products save hundreds of dollars per year on water and energy bills.

Alliance for Water Efficiency estimates that a home with just three types of WaterSense products - toilets, shower heads, and irrigation controllers – will save an average of \$263 per year on energy and water bills.* Additional savings result from using WaterSense faucets and sprinklers and EnergyStar clothes washers and dishwashers.

There are more than 42,000 WaterSense labeled products, and they cost about the same as products without the WaterSense label. There are tens of thousands of plumbing products for Americans to choose from, both with and without the WaterSense label. Except for some irrigation products, there is little to no difference in price, and products are available at a wide range of prices.

WaterSense and other conservation programs allow water agencies to defer or even avoid building expensive water and wastewater facilities that are paid for by their customers. For example, Seattle Public Utilities reported that \$75M in conservation and efficiency investments avoided \$800M in new water supply costs.

WaterSense helps support growth, business expansion, and real estate development by ensuring adequate and affordable water supplies are available. WaterSense and other water efficiency programs help cities grow without needing significantly more water or the corresponding sewer services. For example, [Phoenix grew](#) from about 1 million people to more than 1.6 million between 1991 and 2020, with only a modest increase in water use.

WaterSense has helped prevent a patchwork of local and state efficiency requirements that could create compliance challenges for manufacturers and retailers. 18 states and dozens of cities have adopted requirements to use and/or sell plumbing products that are more water-efficient than federal standards. These requirements primarily reference WaterSense specifications, which promotes consistency and market certainty for manufacturers.

WaterSense limits the market penetration of fake water-efficient products. The WaterSense label helps American manufacturers distinguish their products from inferior products made overseas that claim to be water-efficient, but are not.

WaterSense products can help reduce the risk of onsite septic and cesspool systems failing. Homes with WaterSense products can minimize the risk of water overloading, a common cause of septic system failure.** Approximately one in five U.S. households relies on an onsite sewage system, [according to USEPA](#).

*Compared to standard toilets, showerheads, and irrigation controllers for sale in the U.S. today.

**[North Carolina State Extension](#)