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Roto-Rooter helps businesses go green: New ROTOGreen program makes water conservation easy

June 30, 2010 - Owners Developers & Managers

Roto-Rooter Plumbing and Drain Service aims to take water and energy conservation mainstream with its new green plumbing program, aptly named ROTOGreen. Water and sewer rates are going up everywhere as municipalities deal with scarce resources and crumbling sewer systems. They have no choice but to raise water and sewer rates, which in turn put a strain on homeowners and businesses that are trying to contain costs.

In light of these rising costs, the ROTOGreen program offers smart retrofits to existing residential and commercial toilets, showers and sinks wherever possible. In addition, Roto-Rooter service technicians are installing new green fixtures whenever retrofits aren't practical.

"Nobody repairs more toilets, showers or sinks than Roto-Rooter so we believe we can have a real impact on water use in the U.S. and Canada simply by installing better replacement parts and fixtures that use less water," said Roto-Rooter spokesman Paul Abrams. "We aim to install 10,000 water saving fixtures for our clients by 2011, which has the potential to save tens of millions of gallons of water."

Roto-Rooter's green program starts with the simple fixes like next-generation low-flow showerheads and sink aerators to significantly cut water consumption in ways that are barely noticeable. It is also putting a great emphasis on converting older toilets to more efficient dual-flush models that give the user the option of selecting a light flush for liquid waste and a full flush for solid waste. According to plumbing part manufacturer and Roto-Rooter partner, MJSI, Inc., dual-flush converters can save a family of four up to 15,000 gallons of water per year and cost significantly less than a new toilet.

To prove that its green program is more than just talk, Roto-Rooter is profiling four families on its web site with a before and after green comparison of household water bills. They did the same thing for a 16-unit apartment building with the aim of showing how much water and money can be saved by making a few smart green choices.

Established in 1935, Roto-Rooter is one of the largest provider of plumbing and drain cleaning services in the United States and Canada. Roto-Rooter operates businesses in more than 115 company-owned territories and approximately 500 franchise territories, serving 90 % of the U.S. population and 41% of the Canadian population. More information can be accessed online at www.RotoRooter.com.

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