

We've Been In The News Lately



and we can help you
make news with the
savings you'll realize

Falcon Waterfree Technologies has installed over 50,000 urinals worldwide in some remarkably high-profile venues including the Rose Bowl, London's Heathrow Airport and India's Taj Mahal. And now that the press has taken notice of our advanced water-saving technology, isn't it time you learned more about this proven way to reduce costs while you conserve the world's most precious resource?

Falcon Waterfree urinals reduce water and sewer costs, maintenance and repair bills, and create more hygienic, odor-free restrooms. A patented, sealed cartridge eliminates the need for water and conserves an average of 40,000 gallons of water per unit per year. Best of all, because flush valves and associated piping are not required for this advanced system, you save even more on installation, maintenance and vandalism-related expenses.

Contact:

FALCON WATERFREE TECHNOLOGIES
(toll-free) at **866.275.3718** or
visit **www.falconwaterfree.com**
and discover what everyone's
talking about.

From The Wall Street Journal Online 11/11/03



"Water Is No Longer a Fixture In Some Cutting-Edge Urinals

Men's restrooms are quietly undergoing a plumbing revolution that some say could make them a lot cleaner – and healthier... Some scientists who have studied the technology say it drastically cuts down on germs in the restroom because there is less water in which bacteria can grow. The potential benefits are huge, they add, because so many diseases have been linked to public restrooms, including hepatitis outbreaks...With millions of urinals in the world, proponents of the no-water technology say the new toilets could save billions of gallons annually and help ease shortages in arid places, cutting down on utility bills at the same time. As much as 45,000 gallons gets flushed away annually in a traditional urinal."

From InnovationWORLD 10/6/04



"InnovationWORLD announces the IW21: Twenty-one companies poised for growth this century

San Francisco—Oct. 6, 2004—InnovationWORLD, a leading source of business intelligence on growth-stage companies, today announced the InnovationWORLD 21, recognizing 21 companies that are poised for growth in the 21st century.

Falcon Waterfree Technologies, Grand Rapids, Mich.: Falcon's products save water and reduce water-borne pollution. With populations around the world moving into densely populated cities, waterless urinals will be an important component of sanitary policy in an age of water scarcity."



From Science & Space on CNN.com 11/17/03



“Rain Flushes Toilets at Robert Redford Building

SANTA MONICA, California (Reuters)—In the Robert Redford Building, toilets flush themselves with rainwater—except for the urinals, which use no water at all...Though the three-story, gray clapboard-style structure is largely unremarkable from the outside, Redford and the National Resources Defense Council activists who will work there call it a showcase of sustainable urban architecture...The structure uses about 60 percent less water than most buildings because it captures rainwater from the roof, showers and sinks and uses it to water the plants and flush the low-level toilets. The urinals use a special cartridge to funnel away wastewater.”

From CBS MarketWatch (cbs.marketwatch.com) 12/17/03



“FEATURE/Smelling Like a Rose—Men’s Restrooms at the Rose Bowl Use Falcon Waterfree Urinals to Reduce Odors While Conserving Water

GRAND RAPIDS, Mich.—Dec. 17, 2003 (BUSINESS WIRE)—The Rose Bowl will soon be packed with fans hoping to cheer top-ranked USC and the University of Michigan on to victory while also...reducing odors and conserving water? That’s because all of the trough-type urinals in the men’s restrooms at the Rose Bowl have been replaced by 259 Falcon Waterfree urinals. With 85,000 to 91,000 fans expected for the game on New Year’s Day, the water savings will surpass 130,000 gallons for this one event. When combined with the savings from UCLA’s home football games, concerts, Fourth of July celebrations and other events, the total water conserved in a year is more than one million gallons—a substantial amount for a region where the fresh water supply is struggling to keep up with demand.”

From “Tech TV” (www.techtv.com) 1/9/04



“Hot Click: Better Bathrooms

Good news for roughly half the population: A new type of urinal that locks away foul odors is gaining popularity. Tonight on “Tech Live,” find out how it could be giving a breath of fresh air to a men’s room near you.”

And from the Tech TV “Tech Live” broadcast 1/9/04:

“Waterfree urinals are going in universities, corporate offices like IBM, DaimlerChrysler and Toyota...So here’s the deal— urine is 98 percent water anyway, so you don’t need any extra water to transport urine into the sewer. Urine passes through a biodegradable special sealant liquid that basically protects this bathroom environment from the sewer environment. The sealant’s gravity is less than urine so there’s no chance for the waste and its smell to drift back into the bathroom.”

From YAHOO Finance (biz.yahoo.com) 10/23/03



“Feature/Marlin’s Stadium Hits Water Conservation Home Run During World Series—Pro Player Stadium Showcases Waterfree Urinals That Conserve Millions of Gallons of Fresh Water Per Year

GRAND RAPIDS, Mich.—(BUSINESS WIRE)—Oct. 23, 2003—Pro Player Stadium in Miami, home to the baseball Marlins and football Dolphins is hosting the World Series. Every half inning there is a rush of fans heading for the restrooms. What these fans may not realize is that they are relieving Miami-area water demands while relieving themselves. Why? Because Pro Player Stadium has 228 Falcon Waterfree urinals installed in the men’s restrooms...During the World Series with 65,000 fans in attendance at Pro Player, the savings is easily 100,000 gallons per game. Over a full season the water savings totals millions of gallons—in an area of the country that recently had water restrictions caused by a three-year drought and rapid population growth.”

From Santa Cruz Sentinel, July 2004

Santa Cruz Sentinel

“New Way to go Green: Waterless Urinals Make a Splash

The high-tech alternative took off after a Falcon urinal in a classroom building at UCLA got a positive evaluation from the campus Department of Civil and Environmental Engineering. Researchers said the units would pay for themselves in less than three years. To encourage businesses to make the switch, the Soquel Creek Water District plans to offer a \$75 rebate.”

From Business Direct Weekly 12/11-17/03

BDW Business Direct Weekly

“More Buildings Go with Waterless Urinals, Co. Says

Installing waterless urinals keeps building owners from flushing good money down the drain, Falcon Waterfree Technologies President Jay Troger said. The technology removes the flushing mechanism of traditional urinals, eliminating water from the process and reducing water bills. The technology existed some 50 years ago in Germany, Troger said, but evolved in the last few years to become a cost-saving and environmentally friendly restroom option.”

From FUNWORLD, March 2004



“Green and Clean

Urinals. You might not instantaneously think of them during a heated discussion on water conservation, but maybe you should. Falcon Waterfree Technologies offers an eco-friendly urinal that is easy to install (less than an hour per unit), maintain and clean...Keith Hacke, facilities technician at the Long Beach Aquarium in Long Beach, Calif., decided switching to the waterfree urinal was a natural step, as the facility promotes conservation and preservation as part of its business. ‘We decided that if you talk the talk, you should walk the walk,’ he says...Hacke projects that the attraction will save a million gallons of water each year.”

From DC Military Pentagonam, May 2004



“Preventing money from going down the drain

“The waterfree urinals are amazing!!” wrote Fort McPherson Energy Manager Luke Wyland to Falcon officials. “The two units that we’re demonstrating at Forces Command Headquarters have worked out so well that now the higher ups want to do the rest of them. They’re an answer to a prayer. By installing Waterfree units in just this one building the fort will save \$98K a year!! The whole project will pay for itself in a little over 9 months.”

From Environmental Design + Construction, June 2004

Environmental Design+Construction

“Reducing Water Consumption

Not only will the (Socorro Independent School) District save a great deal of money and water using this new system, my crews will be able to do more, as the new urinals eliminate the constant emergency repairs we’ve had to deal with in the past, says Joe Covarrubias. There is also the additional and very tangible benefit of conserving precious water supplies for the rest of the community. Every drop we can save not only lowers our costs and concerns for the future, but we’re making a contribution toward managing resources for our entire area.”



From PM Engineer, July 2004

PMENGINEER

“Tampa Bay Lightning Score Water Saving Goal

With the use of Falcon Waterfree Urinals and capacity crowds of 19,500 fans expected for each of the team’s home games, the water savings could approach 120,000 gallons. During the Eastern Conference Playoffs, more than 260,000 gallons of water were saved, and during the regular season, more than 1.1 million gallons of water were saved. And that’s not even counting the many other concerts, circuses, ice shows and indoor sporting events held at the Forum each year.”

From Great Lakes Radio Consortium (www.glrc.org), October 2004



“Dry Urinals Aim to Save Water

There’s a change happening in certain restrooms across the country. With growing concerns about wasting water, companies have been looking at ways to use less water to flush... and now a new product uses no water at all...Now a few companies are producing urinals with no handle, no button, no sensor... companies such as Falcon Waterfree Technologies.”

From Maintenance Solutions, February 2004

MAINTENANCESOLUTIONS

“Outside of the Mainstream

Waterless urinals have become an appealing option for institutional and commercial facilities in recent years. The need for fixtures that minimize water use and advances in waterless system technology have combined to create a greater interest among managers...The chief benefit of waterless urinals is the lack of water consumption. No water piping is connected to the unit, which keeps down installation and maintenance costs, as well as water and sewer bills.”



Falcon Waterfree Technologies, LLC
1593 Galbraith Avenue SE
Grand Rapids, MI 49546
Tel: 866.275.3718 (toll-free)
Fax: 616.954.3579
info@falconwaterfree.com

www.falconwaterfree.com