Industry-Wide Green Initiative, Stand Up for the Earth, Implemented

Encourages construction industry leaders to make buildings more sustainable.

Erie, PA (Vocus) March 6, 2008 -- Zurn Engineered Water Solutions, one of the largest manufacturers of commercial plumbing products in the nation, is developing an industry-wide green initiative called Stand Up for the Earth. The primary mission of Stand Up for the Earth is to help organizations reduce their environmental impact and to recognize those that achieve this commitment.

The Stand Up for the Earth partners are working together to help businesses and organizations reduce energy consumption, create more efficient facilities and preserve natural resources. Green building solutions are not just for new construction -- most existing buildings can be easily upgraded and made greener.

Eaton Corporation is the first industry leader to join the initiative as a diversified manufacturer of high quality, energy efficient, and environmentally friendly electrical solutions. Zurn and Eaton Corporation will work together to seek additional partners that offer green facility solutions covering all critical areas of sustainable building.

A main component of the initiative is the launch of a web site, standupfortheearth.org. The web site will promote public awareness and acceptance of green building and its benefits, as well as show developers, property owners and facility managers how easy it is to make their buildings more energy efficient. Another component of the initiative is to showcase green products. Green products such as high-efficiency plumbing fixtures, smart energy systems and lighting controls will support the Stand Up for the Earth label.

Carl Nicolia, President of Zurn Engineered Water Solutions, says, “Global climate change and water scarcity is a looming crisis. As a manufacturer, we want to begin an active dialogue about green products and energy conservation with other companies in the construction industry. From architects interested in alternative energy products to facility managers seeking a low water-consumption plumbing fixtures, collaboration is what will move green building and retrofitting of older buildings to the next level.”

While visionary organizations like the Clinton Foundation focus on 40 cities with area populations of three million or more, Stand Up for the Earth is doing its part to help developers, building owners and managers of large and small facilities across the United States. Green building isn’t just for new construction -- most existing buildings can easily be upgraded and made greener.

Zurn Engineered Water Solutions, based in Erie, Pa., offers a century-old tradition of high-quality products and customer service. Founded in 1900, Zurn was created initially to manufacture a patented backwater valve. The company has worked throughout the past century to expand its product offering. Today, Zurn manufactures the largest breadth of engineered water solutions in the industry, including a wide-spectrum of green plumbing products. This long-standing commitment to the plumbing industry has made Zurn the leader in its field. Visit www.standupfortheearth.org for more information.

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