

Waterless® Co. Inc. Celebrates 20 Years of Growth and Stability

By AlturaSolutions Communications

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The company was founded by Klaus Reichardt, a leading advocate for water conservation and sustainability. His goal was to develop a firm that would help facilities use our most precious resource, water, more responsibly.

"We have grown from just a few distributors in the U.S. to having distributors throughout the country," he says. "And because of America's growing interest in sustainability, the last few years have actually been some of our biggest growth years."

Reichardt says the downturn in the economy has had unfortunate ramifications for other firms in his industry.

"However, we just stayed focused on our strengths, listened to our customer's needs, and re-focused our commitments to water conservation and sustainability," he says.

One of the key design features of the Waterless system, which has also proven to be one of its most important selling points, is the fact that the trap/cylinders, used to block sewer odors, are long-lasting and relatively inexpensive, costing less than \$7.

This is in contrast to some trap/cylinder systems that can cost upwards of \$40 each time they must be replaced.

"Looking back over the past two decades, it is clear now why the product line and ultimately the company have been so successful," Reichardt says. "The urinals work as promised, stay clean and odor free, and are cost effective."

The company has also been a leading innovator in its industry. About three years ago, it introduced the first urinals made of soy resin, which reduces the amount of petroleum and other natural resources used to manufacture urinals.

"Our soy urinals have been very successful," Reichardt says. "We consider them examples of the types of sustainable, water-conserving products we have planned for the future."

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About Waterless

Waterless® Co. LLC. has established a reputation as an innovative manufacturer, serving the building, plumbing, and janitorial industry for over 18 years. Based in Vista, Ca, Waterless Co. offers quality, innovation and expertise in water conservation and high efficiency products for building owners with a full line of Waterless No-Flush urinals, cleaning liquids, and cost saving accessories. Visit: www.waterless.com

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