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Industry News

Waterless Co. LLC is Key Sponsor of New Green Web Site

Waterless Co, LLC, a leading manufacturer of waterless no-flush urinal systems, joins Johnson Controls and a select group of other companies by sponsoring a new online green building community and resource.

The site, www.rateitgreen.com, is an online community that includes a listing of green products and services, a user-driven green rating system, and a green forum. Visitors include green experts, architects, builders, engineers, building owners and operators, and others.

On the site, members can share information by posting reviews and asking questions of their peers. Rate it Green has also just published Green Building 101, a guide to green building industry resources and information. The guide makes hard-to-find resources easily available to those who wish to learn more about the industry. Waterless Co, LLC is the charter sponsor of this publication.

"The developers of the site wanted to make it easy for visitors to find information on green products and services as well as relate their experiences with these products and services," says Klaus Reichardt, managing partner of Waterless Co, LLC. "We were intrigued by the site because it helps get more and more people thinking green. That's why we wanted to help sponsor it."

According to Reichardt, the idea for the site was conceived when co-founder Allison Friedman was adding on to her house. Friedman discovered she was unable to find reliable green resources or information in "one handy place," as she says, that provided the information she was looking for.

Interactive and allowing visitors to post green-related comments and questions, along with providing expertise from recognized green experts, the site helps answer such questions as:

- Which Green solutions are superior and which need improvement?
- How Green are certain products, services, and companies?
- Which products are the easiest and safest to install and use?
- Which products can be recycled or reclaimed efficiently?
- What is the quality level and durability of various green solutions?
- Which products and services are the most cost effective?

Visitors may browse Rate It Green's Web site but must become members (free of charge) to post content. Once they join, members may share their knowledge and experience of green issues as well as take advantage of the products and services directory. Product and service listings are also free.

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