



## **FLUIDMASTER® WINS IN CHARLOTTE AND WITH NEW DUO FLUSH™**

SAN JUAN CAPISTRANO, CA – October 16, 2011 – “We were in it to win it – and we did!”

beamed Robert Anderson Schoepe, Chairman and Chief Executive Officer of Fluidmaster, Inc. following the solid victory of the Fluidmaster Ford driver, Matt Kenseth at Charlotte’s Bank of America 500 on Saturday evening, Oct 15, 2011. “It was great to see that our company motto ‘do it right the first time’ held true for our first foray into being a sponsor of motorsports racing.”

This is the first time Fluidmaster, leading manufacturer of toilet repair and replacement parts, has sponsored a driver and participated in the excitement of this level of racing. Working with Roush-Fenway Racing, Fluidmaster designed their car in their hard-to-miss trademark red and green colors.

“Our company has its roots in innovative technologies and as the industry leader, Fluidmaster understands what it takes to be on top of our game – plus there’s no denying the excitement of winning!” added Scott McDonald, VP of Marketing for Fluidmaster. “It was already an important week for Fluidmaster as we launched our innovative new water saving DUO FLUSH™ line of products, and being able to show [www.duoflush.com](http://www.duoflush.com) right on the victorious car made it even more significant.”

DUO FLUSH™ converts existing toilet installations into water saving dual flush systems, capable of saving up to 45% of the water normally used to flush liquid waste. Fluidmaster’s new design features easy adjust dials conveniently located on top of the valve which allow the user to set the optimal water usage for their specific toilet. The user can then simply lift up the handle for a half flush or push down for a full flush.

Additional details, including an online calculator to estimate annual water and dollar savings for specific home conditions can be found via smart phones or the Internet at [www.duoflush.com](http://www.duoflush.com).

“Our customers, our employees and our products; that is a winning team” said Todd Talbot, Fluidmaster President. “We’re proud to have sponsored Matt Kenseth in his victory “

### **About Fluidmaster®**

Established in 1957, Fluidmaster remains a family owned and operated company known for its superior engineering of efficient and reliable toilet components. The company has become an icon in the plumbing industry, leading its market with a worldwide distribution network across more than 80 countries and selling more toilet tank replacement valves than any other manufacturer in the world. In addition to the original fill valve developed by founder Adolf Schoepe and enhanced through the years, Fluidmaster's complete line of toilet care parts include single and dual flush valves, flappers, tank levers, bowl wax, toilet repair kits, and connectors.

Fluidmaster’s global headquarters is located in San Juan Capistrano, California. For media inquiries or for more information, call Scott McDonald at 949-728-2255/[smcdonald@fluidmaster.com](mailto:smcdonald@fluidmaster.com), visit [www.fluidmaster.com](http://www.fluidmaster.com) or call (949) 728-2000.

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