



For Immediate Release

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TANKLESS WATER HEATER, LOW-FLOW TOILET CAN ADD UP TO BIG SAVINGS THROUGH BEN FRANKLIN PLUMBING OF MINNESOTA

MINNEAPOLIS - (February 6, 2008) - Benjamin Franklin Plumbing of Minnesota believes in the power of green. With that in mind, the company is making sure Minnesotans know about two products that will help customers save some greenbacks as they contribute to a greener environment.

First up is the *tankless* or *briefcase water heater*. This model's technology activates hot water at a constant temperature on demand, eliminating the "standby" energy loss that storage tanks in conventional water heaters incur. In fact, the revolutionary tankless system never runs out of hot water and can cut the associated heating costs by as much as 50 percent vs. older, inefficient systems.

"Another great benefit of the tankless water heater is its size, which is about the same as a large briefcase and can fit almost anywhere in the house" says Steve Grohn, General Manager of Benjamin Franklin Plumbing. "And unlike conventional water tanks, the tankless variety stores no water, guaranteeing fresh water on demand with virtually no risk of leaking or flooding."

Additionally, customers who purchase a tankless water heater typically receive a utility rebate of up to \$100.

Benjamin Franklin Plumbing is also making people aware of another environmentally friendly plumbing product called the *TOTO toilet*, which the manufacturer, Toto, has engineered to provide dependable performance and efficient water consumption. In operation, the TOTO uses only 1.3 gallons of water per flush; this represents an almost 20 percent savings vs. standard high-efficiency toilets recommended by the government for new installations. In other words, if the Toto toilet is flushed five times a day, it will save the owner more than 10 gallons of water per week, or more than 500 gallons per year.

"There is a lot of discussion across the country concerning our nation's fresh water supply," says Grohn. "So any technology that helps conserve water is well worth considering. The TOTO toilet is one of those advances that we're pleased to be



offering our customers. Installing the toilet and the tankless water heater can lead to considerable long-term cost savings while reducing the impact on our environment.”

About Benjamin Franklin Plumbing

Benjamin Franklin Plumbing is a full-service plumbing company that offers quality and dependable service. Benjamin Franklin Plumbing offers a radical on-time guarantee where customers receive \$5 for every minute they are late—hence the slogan “if there’s any delay it’s you we pay.” Additionally, their services are 100% Satisfaction Guaranteed. All technicians are drug screened and background checked. Benjamin Franklin Plumbers provide complete cleanup following their service calls.

You can reach Benjamin Franklin Plumbing at 612-867-5309 or by visiting their Web site at www.benjaminfranklinplumbing.com.

Editors Note: We can arrange for you to interview a plumbing professional, and/or videotape a demonstration of the above-mentioned products.

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