



**Residential &
Commercial Water**

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FOR IMMEDIATE RELEASE

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NEWS FROM ITT

**Wisconsin Sustainable Trend Home Rainwater Tank
Powered By Goulds Pumps Variable Speed Pump**

Waukesha, Wisconsin – May 18, 2005 - Last summer, the Metropolitan Builders Association, a non-for-profit trade association in Wisconsin, contracted with Herr Environmental, Inc. of Delafield, Wisconsin to install an innovative rainwater system in the Association's Trend Home in Waukesha. The environmentally mindful Trend Home is a specially designed house that incorporates sustainable technologies that are assumed to be common in the year 2020.

The Trend Home's rainwater system is designed to capture rainwater from the roof and provide water for the lawn sprinkling system. The roof has a potential to generate more than 30,000 gallons of water during any year of average rainfall.

The Trend Home showcases numerous "Green" solutions and meets 10 critical elements of energy efficiency:



1. Green Built Home Certification
2. Wisconsin Energy Star Homes Certification with emerging technologies like solar-power
3. Water sense - including fixtures and landscaping
4. Grey water re-use
5. Universal design
6. Smart Home features
7. Higher indoor air quality
8. Permeable pavement
9. Emphasis on recycling and recycled materials
10. Affordable, smaller size construction

The Trend Home features a number of “Green” rainwater products installed by Herr Environmental. The products include a Goulds Pumps Model 1SC submersible water pump that will play a critical role in the home’s rainwater system. Designed to capture rainwater from the roof and provide water for the lawn sprinkling system, the Trend Home’s roof has the potential to generate over 30,000 gallons of water during any year of average rainfall.

In addition to the Goulds Model 1SC pump, the Trend Home’s Rainwater system also uses an efficient Goulds variable speed drive pump controller, and a Goulds HydroPro V6P pressure tank. “Our company has used Goulds Pumps exclusively for many years,” said Todd Stair, Vice President of Herr Environmental, Inc. “Now with the new rainwater systems, the line of Goulds products we are using is expanding.”

Following six weeks of public tours, the Trend Home is currently for sale. Once sold, \$200,000 will be donated to LaCasa de Esperanza, an organization that will train low-income workers in the construction industry. The remainder of the money will go to the Wisconsin Builders Association Foundation’s scholarship fund to attract high quality students to a career in the trades.



The Trend Home features permeable pavement and other water science technologies that will preserve water resources. The home was constructed utilizing structured insulated panels, a tempered passive solar orientation, solar electrical generation, solar hot water heating, Energy Star[®] appliances, computer operated mechanicals, special windows and other building components.

At the heart of the rainwater system is the durable Goulds Pumps Model 1SC submersible water pump which features:

- Corrosion resistant case made of non-toxic, non-leaching materials
- Impeller made of FDA compliant, glass filled Noryl[®] which is corrosion and abrasion resistant
- Mechanical seal with silicon/carbide sealing faces and stainless steel metal components running in a protected oil chamber
- Stainless steel pump shaft and motor shell.
- 1-1/4" NPT vertical discharge connection and detachable suction strainer for easy clean out

For more information on Goulds pumps, variable speed drives and other water handling components for “green” applications, visit www.goulds.com

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PHOTOS: To view and download a hi-res photos of the **Goulds Pumps Model 1SC Submersible Pump and the Trend Home** visit www.h-a-intl.info:8000 and enter the following information:

USER NAME: *media*

PASSWORD: *photos*

Once logged in, you can find the photo in the **May 2009** folder.



About Goulds Pumps

Goulds Pumps, a brand of ITT Corporation, is a leading manufacturer of centrifugal and turbine pumps, controllers, variable frequency drives and accessories for residential and commercial water supply and wastewater, landscaping and irrigation applications.

About ITT Corporation

ITT Corporation is a high-technology engineering and manufacturing company operating on all seven continents in three vital markets: water and fluids management, global defense and security, and motion and flow control. With a heritage of innovation, ITT partners with its customers to deliver extraordinary solutions that create more livable environments, provide protection and safety and connect our world. Headquartered in White Plains, N.Y., the company generated 2008 sales of \$11.7 billion. www.itt.com