

CASE STUDY: Proximity Hotel **Saving Water While Experiencing the True Luxury Hotel Experience**

LEED Platinum hotel in North Carolina utilizes KOHLER faucets and fixtures for design, performance and efficiency

KOHLER, Wis. – October 4, 2011 – Built to use substantially less energy and water than a comparable hotel, the AAA Four Diamond [Proximity Hotel](#) in Greensboro, N.C., offers a glimpse of the future while



celebrating the past. Sustainable practices, custom-designed furnishings, commissioned art and innovative design await guests in every corner of the 147-room luxury hotel.

What sets this hotel apart from the rest: Seamless integration of environmentally favorable products with modern design and luxurious experiences. Even the 4,000-square-foot rooftop contributes to the cause; 100 solar panels covering the roof heat much of the water for the hotel and its restaurant.

The Proximity Hotel underscores the opportunity for luxury hotels to captivate their guests and make a positive impact on the environment, without losing sight of a truly gracious experience. All products were rigorously tested by the Proximity Hotel team – from lighting to food choices to the bathroom faucets, and Kohler's water conserving products performed better than any others tested when it came to design, performance and water-savings.

KOHLER fixtures and faucets accent the hotel's eco-chic approach to the guest experience. Each room is equipped with a WaterSense-labeled [Cimarron toilet](#) with Class Five flushing technology that uses 1.28 gallons per flush—20 percent less than standard toilets, and a [MasterShower showerhead](#) with three spray options: Soft coverage, rhythmic pulse, and aerated, all with optimum performance at 2.0 gpm that reduces water consumption by 20 percent. Rooms are also equipped with two [Bancroft lavatory faucets](#) with 1.0 gpm aerators, which use significantly less water than standard 2.2 gpm faucets.

[Steward Waterless urinals](#) and [Highline Pressure Lite toilets](#) can be found in the hotel's public restrooms. The Steward's waterless functionality saves up to 40,000 gallons of water per fixture per year

versus the standard 1.0 gpf urinal based on same usage. Engineered to deliver excellent performance in commercial facilities and high-use residential applications, the Highline has a 1.0 gpf and uses 37 percent less water than standard 1.6 gpf toilets.

KOHLER products used:

- [Bancroft lavatory faucet](#)
- [Cimarron toilet](#)
- [Steward Waterless urinal](#)
- [MasterShower showerhead](#)
- [Highline Pressure Lite toilet](#)

About Kohler Co.

[Kohler Co.](#) has a long history of supporting water efficiency and sustainability in products as well as processes. Aligning with organizations and programs like [EPA WaterSense](#), [Alliance for Water Efficiency](#), [Alliance for Sustainable Built Environments](#) and [U.S. Green Building Council](#), Kohler has positioned itself as a sustainability leader in the plumbing industry with educational programs, awareness campaigns, and water-saving products. In recognition of these efforts, Kohler has been awarded three consecutive excellence awards from the EPA WaterSense program.

Kohler Co. offers products that are designed to conserve natural resources while remaining true to a singular quality level of performance and design. Whether specifying plumbing products that help buildings earn LEED® water-efficiency points, reducing facility operating costs or accommodating the preferences of homeowners, the water-saving KOHLER fixtures and faucets address the challenging demands of customers and preserve one of our most precious natural resources. Visit www.SaveWaterAmerica.com for more information about Kohler's water-saving products and its continuing efforts to help drive conservation.

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