



WaterSenseSM Irrigation Partners: What You Need to Know

Congratulations! You have become a WaterSense partner, an achievement that shows the public and your peers you are committed to water-efficient irrigation. Being certified through a WaterSense labeled program demonstrates that you have the knowledge and skills to perform water-efficient practices when designing, installing, or maintaining an irrigation system.

As you start marketing your partnership, use the following to refer to your WaterSense partnership.

Step 1: Know the Partner Logo

WaterSense is a partnership among businesses, organizations, and the federal government. As a partner, you may use the WaterSense partner logo—but to protect the integrity of the WaterSense brand, you must follow the Partner Logo Use Guidelines. EPA will use these guidelines to determine whether uses of the logo are appropriate.



The WaterSense partner logo, pictured to the above right, should only be used in direct association with your name. At this time, WaterSense is not partnering with irrigation or landscaping companies, only individuals who have completed a WaterSense labeled certification. Therefore, do not use this logo in association with your company as a whole, but rather to promote your services as an individual. Other WaterSense marks, such as the label and program logo, are reserved for the organization that issued your certification and will not be available for your use. Refer to the WaterSense Partner Logo Use Guidelines for more details, which can be found online at <www.epa.gov/watersense/pubs/partlogo.htm>.

Step 2: The Benefits

WaterSense will help you:

- Educate the general public on water efficiency and the WaterSense program by using the partner logo on your business cards, brochures, or other individual promotional items.
- Distinguish yourself from competitors as a WaterSense partner who understands the latest water-efficient practices and technologies.
- Receive recognition in EPA's online national directory of WaterSense partners, published on the WaterSense Web site.
- Increase exposure to your customers through national recognition from EPA as an environmental steward.
- Gain access to helpful tools and resources via EPA's Web site and the WaterSense hotline.

WaterSense will help your customers:

- Understand the need to reduce the amount of water they apply to their lawns and gardens. Most consumers don't realize they are overwatering until the extra water is running down the sidewalk.
- Decrease outdoor water use by making WaterSense partners the clear and easy choice for landscape irrigation needs.
- Easily identify water-efficient products in the marketplace while ensuring product performance.

Step 3: Spread the Word

Take advantage of various outlets to publicize your WaterSense partnership. Let the public know that they can save water—and potentially money on their utility bills—by hiring a WaterSense irrigation partner who has completed a WaterSense labeled certification program. Consider the following ways to spread the word.

Promote yourself with the WaterSense partner logo on:

- Door hangings distributed throughout the neighborhood with your name only.
- Local newspapers and yellow page advertisements for your services only.
- Business cards.
- Pens, pencils, stickers, etc., with your name.

Because your company is not a partner, the partner logo cannot be placed on a company-wide Web site, brochure, or vehicle.

Step 4: Say It Right

Presenting a consistent WaterSense identity is crucial for boosting the public's recognition and value of the WaterSense brand. As a result, EPA recommends the following language when describing your WaterSense partnership to your customers and the general public.

Correct	Incorrect
<ul style="list-style-type: none">• I successfully completed a WaterSense labeled certification program.	<ul style="list-style-type: none">• I am WaterSense certified.
<ul style="list-style-type: none">• I am a WaterSense partner.	<ul style="list-style-type: none">• I am a WaterSense labeled irrigation professional.
<ul style="list-style-type: none">• Look for my name listed on the WaterSense Web site.	<ul style="list-style-type: none">• Look for my company name on the WaterSense Web site.

Step 5: Stay on Message

When promoting your WaterSense partnership, EPA asks that you reiterate the following important messages:

- WaterSense is a partnership program sponsored by EPA to promote water-efficient products and practices across the country.
- As a WaterSense partner, I have demonstrated knowledge of and commitment to water-efficient techniques.

To learn more about WaterSense or find other water-efficient irrigation professionals near you, please visit the WaterSense Web site at <www.epa.gov/watersense>.

Questions?

For more information, e-mail <watersense@epa.gov> or call the WaterSense hotline at (866) WTR-SENS (987-7367).