

## Save water, help environment with a single flush

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Michael Schuster grew up in the family plumbing business, and he quickly noticed the amount of water wasted with every flush of a toilet.

"Four out of five times you flush, it's for flushing liquid and paper, and you're using twice as much water as you need," said Schuster, who started his own company, MJSI Inc., six years ago to start developing solutions to the waste issue.

To help conserve water, Schuster developed HydroRight, a drop-in converter for toilets featuring a Quick Flush setting that uses lower water volumes for liquids and paper. A second, Full Flush, button uses the normal amount of water for solids. The HydroRight retails for less than \$25 at retailers such as Ace Hardware, True Value and Home Depot.

"HydroRight gives the toilet water-efficient performance without a sacrifice," Schuster said. "We make conservation easy."

The system snaps together, so no tools are required for the installation.

The HydroRight works in conjunction with another of the company's innovations, the HydroClean. The HydroClean features a water-conservation filter that regulates the amount of water that goes into a toilet tank. It also alerts a homeowner when the toilet is experiencing a problem. The HydroClean retails for less than \$12.

Independent tests show that HydroRight and HydroClean can reduce water bills by 30 percent in both older and newer toilets.

HydroRight has won nationwide attention, with Schuster appearing on TV shows "This Old House" and the "Today" show, and garnering one of Home Depot's "Top 2 Most Innovative Products of the Year." HydroRight and HydroClean together are often the No. 1 "Home Improvement" item sold on amazon.com.

The company has 25 patents issued or pending, and prides itself on developing solutions that do-it-yourselfers can handle by themselves.

"Everyone wants to save water -- it's good for the environment," Schuster said. "I knew how difficult and inefficient existing products were, so I am building my business around conservation and innovation."