**MEDIA RELEASE** August 5, 2014

**89 YEAR OLD HOME BUILDER INVENTS WATERLESS URINAL FOR RESIDENCES**

London, ON – After four years of research and development, Norman Brooks, retired owner of Brooks Construction Ltd., has invented the first concealed waterless urinal for residential use, which will save water and sewer charges for families while conserving millions of gallons of precious drinking water.

"If half the homes in London had Resno Waterless Urinals, ***it would save over a million gallons of water a day,"*** said Derek Satnik, P. Eng., LEED AP, Managing Director and Chief Innovation Officer, Mindscape Innovations Group, Kitchener. “These urinals can reduce toilet water use for the average male by two-thirds, conserving 11,825 litres per year for the average London family.”

The residential design is intended to provide a convenient and aesthetically acceptable fixture suitable for installation in any room, including bathrooms, bedrooms, laundry rooms, mud-rooms, and pool buildings. It blends into the wall décor and includes a tip-out door, stopping at a specific angle to provide a trough for the purpose of directing the urine into the drainage system.

“I built homes for fifty-three years,” said Brooks, 89, President of Resno Corporation Ltd. “During those years, I was continually asked if there was a men's urinal for residential construction, but there was nothing available. Other homebuilders heard the same request – usually from the wives. All we could find were commercial hang-on-the-wall types found in public buildings and that was not what they wanted in their homes.”

So in retirement, Brooks invented one. He built five prototypes from stainless steel in his shop and then had a CAD design prepared for production in ABS. The Resno Concealed Waterless Urinal is patented and has been Certified for residential use under the Plumbing Codes of both Canada and the USA. It qualifies for one credit under the LEED program and is available for purchase at [www.resno.ca](http://www.resno.ca) for $295.00.

News of his invention and the impact it can have on communities has spread across North America. Brooks has been contacted by professors at the University of Arizona, Tufts & MIT in Massachusetts, plus wastewater planners and town officials. Earle Barnhart, Director of The Green Center in Falmouth, MA acknowledged,

“The Resno is as close to a silver-bullet solution to wastewater problems as one could hope for.” Barnhart has proposed to the municipal officials that they install these waterless urinals in all homes in their region. This would reduce the waste-water volume so significantly that building a proposed forty million dollar sewage treatment plant would not be necessary.

In 1952, Brooks was one of the founding fathers of the London Home Builders Association, where he served as President in 1957. In 2004, he was awarded an Honorary Life Membership.

For more information about the Resno Concealed Waterless Urinal, visit [www.resno.ca](http://www.resno.ca).

Media authorized photos available on the “ABOUT” page on Resno website.

–30 –

Contact: Norman Brooks, President, Resno Corporation Ltd. 519.668.6200 info@resno.ca

Prepared by: Susan Regier, Vantage One Writing 519.471.8726 susan@vantageonewriting.com