

NEWS RELEASE

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New, 'Potty Parity' Facebook Page Dedicated To Help End the Dreaded Ladies' Room Line

Hosted by Saniflo U.S.A., a manufacturer of macerating, upflush, plumbing systems, new Facebook page invites women and men to post images of public restroom facilities that compel women to wait in long lines because of an insufficient number of toilets.



EDISON, NEW JERSEY (MARCH 25, 2010) — Female or male, you know what we're talking about – the

irritating (if not downright painful) wait for the ladies' restroom at public venues. A "Potty Parity" bill was just introduced in Congress last week, but women aren't waiting, so to speak. They are putting their collective foot down and lifting their cell phone cameras to report offending facilities on a new Facebook page dedicated to Potty Parity in our time: <http://www.facebook.com/SanifloPottyParityNow>.

Women — and men! — are urged to nominate an otherwise favorite arena, ballpark, concert hall, etc., that needs more ladies' room toilets. They post their own photos of the long queues on Facebook, drawing attention to and giving their female Facebook friends fair warning.

"More than once I've had to guard the men's room door so my wife could sneak in to use the facilities," says Saniflo U.S.A. CEO Regis Saragosti, whose company manufactures macerating, "upflush toilets" that can be easily and cost-effectively installed on top of any floor, without digging. "Saniflo macerating up toilets are the solution for toilet lines in any facility, including the home — no more long waits for the morning shower! There are cost-effective ways to achieve Potty Parity everywhere," Saragosti says.

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It's True; Women DO Take Longer in the Restroom

Potty Parity is a front-burner issue, studied by architects and other building professionals. According to sources cited by [Wikipedia](#), women take longer in the restroom for many reasons. While men typically find instant relief with a long line of urinals in their facility, a ladies' room of the same size holds fewer stalls, causing a wait time that is often twice as long or longer.

The other issue is logistics: It simply takes longer to use a cubicle than a urinal, and that's not even counting pantyhose-related delays. Pregnancy, breast-feeding and diaper-changing all add time. The elderly — predominantly women — often make more frequent bathroom visits, while also moving more slowly.



Potty Parity: A funny name for a serious issue that has even inspired new federal legislation to rectify the imbalance between men's and women's facilities in federal buildings.

Bipartisan Support for Potty Parity

On March 18, House Committee on Oversight and Government Reform Chairman Edolphus "Ed" Towns (D-NY) introduced H.R. 4869, the Restroom Gender Parity in Federal Buildings Act.

Also known the "[Potty Parity Act](#)," the measure would require any federal building constructed for public use to have a 1-to-1 ratio for toilets, including urinals, in women's and men's restrooms. It's a measure that brings both sides of the aisle together, as it is cosponsored by Ranking Member Darrell Issa (R-CA) and Reps. Pete Visclosky (D-IN) and Yvette Clarke (D-NY), according to a recent press announcement by the House Oversight and Government Reform Committee.

The Upflush Solution

Saniflo offers a practical solution in any space that lacks below-floor drainage, but where a bathroom is needed. Instead of connecting conventionally through below-floor drainage lines to the sewer, an upflush toilet system moves waste and toilet paper to a macerator, which uses a fast-rotating blade to reduce it. The system then pumps the slurry under high pressure through small-diameter piping that can be installed in front of or behind a wall. That means a spare bathroom can be added atop any floor, anywhere restroom or bathroom lines form, including in the home.

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"Restroom inequality is not only unfair for women; it affects men, too," Saragosti adds. "Just ask any man who has missed the highlight of a ball game or the beginning of a show, while waiting for his female companion to use the ladies' room.

"Fortunately, our society has begun to recognize this situation as a serious problem and to do something about it," says Saragosti. "Saniflo intends to do its part by drawing attention to the issue through our new Facebook page and by offering a reliable, affordable, easy-to-install solution for both residential and commercial spaces."

Upload pictures of Potty Parity violations at <http://www.facebook.com/SanifloPottyParityNow>.

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SFA SANIFLO INC. is the only manufacturer of its kind in North America, offering a complete line of macerating toilet systems and gray water pumping systems for residential and commercial applications. Saniflo markets through independent sales agents throughout North America, and the product line is currently available at distributor and dealer locations throughout the United States and Canada.

For more information, contact Saniflo at 1-800-571-8191. Or visit the Saniflo website at www.saniflo.com.

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