

For Immediate Release

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Residential Humidifier Replacement Program Launched

Rebates Available in Region of Peel, ON

MISSISSAUGA, ON – Today, the Region of Peel (Ontario, Canada) officially launched North America's first Residential Humidifier Replacement Program. The goal of this initiative is to encourage residents to purchase water-efficient products when replacing or installing furnace-mount humidifiers. Residents are eligible for a rebate of \$30 to \$70 depending on the type of humidifier purchased.

Desert Spring Products ("DSP") is a leader in the development and promotion of water-efficient humidifier technology. DSP's patented Rotary Disc humidifier qualified for the top rebate level of \$70 when installed with the AutoFlush accessory, while its patented Pulse Flow-through humidifier qualified at the \$30 rebate level.

According to CEO, Peter VanderPlaat; "This marks an important milestone for our industry, the result of an effort started almost six years ago by a few dedicated individuals who took an interest in the significant water conservation opportunity offered by water-efficient humidifiers". DSP, in coordination with Peel Region and its distributor partners, plans to support the rebate program to ensure its success so that it may serve as a model for other municipalities and agencies to follow.

The annual savings potential by replacing typical flow-through humidifiers with water-efficient technology is estimated to be 9 billion gallons of water in North America. Based on using a cold water supply, the associated seasonal energy savings is approximately 22 Mega Watts of power and a 13 million Kg reduction in CO₂ emissions.

Desert Spring Products (DSP) is a private company and winner of the 2008 Frost & Sullivan Best Practices Award. DSP is Canada's only furnace-mount humidifier OEM with a near-term vision of significantly increasing its presence in the North American whole house indoor air quality market. DSP currently develops, manufactures, and markets a patented line of premium humidifiers and related products. Distribution of the Desert Spring Humidifiers began in 1997 and has since expanded across Canada and to the United States. For more information on Desert Spring Products, visit our website at www.desertspringproducts.com



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