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Niagara Announces Commitment to the Plumbing Wholesale Channel *Niagara's New Wholesale Program Created with a Variety of Benefits*

FLOWER MOUND, Texas – April 15, 2021 – Niagara®, the leader in high-performance, [water-saving toilets](#), has developed a new program and product lineup designed exclusively for the plumbing wholesale channel. Niagara's Wholesale Program and new toilet product lineup will help wholesalers serve the needs of their plumbing professionals by offering advanced technology and high performance for those who are looking for wide variety of water-efficient products, with flush rates of 0.8, 1.0, 1.1 and 1.28 GPF.

With the new program, Niagara is launching a dedicated pro website that provides detailed information for wholesale partners and plumbing professionals. Also available will be an online portal that provides detailed information for wholesaler partners and rep agencies. Niagara has expanded its sales organization to include regional sales managers and business development managers who are working with industry rep agencies on a national level.

“Previously, Niagara products were not widely distributed within the wholesale channel and channel support was not provided,” said Jeff Pratt, vice president of sales at Niagara. “We spent the last year building our new wholesale program and are now launching our product lineup filled with the features that pros want. These products will be sold exclusively to the wholesale channel and supported by our national rep agencies. Through our new program, we are committed to providing attractive products and services to the wholesale distributor, plumber and trade partners in the industry.”

Over the past year, Niagara has expanded its rep network nationwide, with more than 20 rep agencies. In addition, Niagara has already signed agreements with over 50 new wholesalers to distribute their products. Niagara has also joined AD and IMARK Buying groups, as well as several key plumbing and wholesale associations, such as ASA, PHCC, ASPE, SWA, NKBA, USGBC, AIM/R and AIA as well as several contractor buying groups.

In addition to the new exclusive product lineup offered to the wholesale channel, Niagara remains committed to driving specifications through architects, engineers, trade mechanical workers, residential builders and professional plumbers, all in support of the plumbing wholesale distributor.

About Niagara

Founded in 1977 and headquartered in Flower Mound, TX, [Niagara](#) is leading the water revolution by saving the world's water through everyday ingenuity without sacrificing

performance. Recognized with several national EPA WaterSense Excellence and other industry awards for its superiority in reducing water waste, Niagara was one of the first toilet manufacturers to re-engineer the flush for a high-power, low-maintenance, no-waste toilet that saves customers money by reducing water. Niagara supports the U.S. and international markets. For more information, visit niagaracorp.com or call 888-733-0197.

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