



Riley Rath &lt;riley@rileyjamescopy.com&gt;

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## Riley... the solution

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**Peter Lozano** <peter@buyiwater.com>

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Reply-To: gerry@buyiwater.com

To: riley@try.rileyjamescopy.com



***"F\*ck no. Risk the potential horror of turning the water back on and getting cold water? No thank you."***

That's what Fuqwon said on [reddit](#) when asked "Does anyone turn off the water in the shower while they soap-up to save water?"

And he wasn't alone.

While a handful of people take that extra step, the overwhelming majority wholeheartedly reject the "navy shower".

But you know the shocking thing?

Water conservationists everywhere say it is the [single most impactful way](#) a person can conserve water, families saving around 7200 gallons a year.

The problem is that this eco-friendly discipline impacts the joy of a shower way too much. Its too darn comfortable sitting in a hot shower and letting the stress of the day melt away!

**And that's what makes iWater so special... it keeps the indulgence but gets rid of the extravagance.**

Our sensors reduce the full stream by up to 50% as soon as someone steps away... reducing the wasted water by an average of 30%.

That means when hotel guests forget they left the shower on to warm up... or do something crazy like try to create their own steam sauna... the shower isn't going full blast or flooding the room.

It reduces to a gentle flow to maintain heat, ready for washing the moment they step back in.

And I know what you are thinking... *“does the constant “on-again, off-again” shower annoy them?”*

Well, 1) the sensor isn't THAT sensitive ... they are free to move about the shower!

And 2) so far, it's been all smiles: customer feedback from initial trials were positive!

Hotel guests commented they thought the tech was neat and made them feel more green (something 85.6% of guests value).

**Frankly, it's our big thing: we are the only connected shower device that reduces consumption to save money and water without affecting guest experience.**

Just set it up... let it do it's thing... and start saving,

Pedro

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Peter Lozano

Business Development Executive, iWater Tech

407.863.8704

[www.buyiwater.com](http://www.buyiwater.com)

P.S. On the off chance a customer DOES complain, the sensors can easily be deactivated in seconds by hotel staff.



## iWater

622 Mountain View Avenue, Mountain View, CA, 9041

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