



25 August 2010

News Release

The Smart Approved WaterMark Product of the Year Award for 2010 has been awarded to the ANOVApot, which through its unique design reduces root escape and saves water.

The Chair of Smart WaterMark's Independent Expert Panel, Mr Jeremy Cape said the ANOVApot had scored highly on all criteria for selection for the award - innovation, marketability, sustainability and good design.

"The ANOVApot is a very smart design that the Panel felt had been recognised in the commercial nursery industry. Its clever design saves water as well as preventing waste of fertiliser and run-off from pots, which is a very common problem."

The ANOVApot has a central raised drainage system which saves water by allowing water to drain more slowly when compared with the outer holes in traditional pots, reducing water waste through overwatering.

The inventor of the ANOVApot, Mr Mal Hunter said, "Since its launch in 2005 some 6.6 million pots have been purchased by the Australian nursery industry, which has recognised its benefits of root and water control. Its integral role of major water savings in the recently developed Twinpot Water Management System is particularly exciting."

The Expert panel selected three finalists from products awarded the Mark in the last year. There are now over 230 products and services which have been proven to save water and have been awarded the Smart WaterMark.

The other finalists were:

Winns Water Saver, which allows cold water in the hot water pipe to be reused rather than wasted by redirecting it to a storage tank until the hot water reaches the tap. The water in the tank is then used to operate toilets in the house or to water the garden. The product was developed by Eric Winn of Mackay in Queensland.

RainSmart, which is an electronic water flow control device designed for rainwater tanks. It continuously monitors water levels inside a rainwater tank using a float, and directs water to your home's toilets, laundry or garden. RainSmart allows the user to seamlessly and automatically swap from mains water to harvested water as needed. It was developed by Michael Vecchio, of Brisbane.

The Awards were presented at Garden Expo Sydney by the CEO of Nursery & Garden Industry Australia, Mr Robert Prince.

In presenting the awards at Garden Expo Sydney show for the gardening industry, the CEO of Nursery & Garden Industry Australia, Mr Prince said their industry knows full well that even if it rains there is an ongoing need to educate the public about using water more efficiently.

“Nowadays rising prices give even more reason to be careful and smarter with our water,” he said.

“The ANOVApot and the other finalists demonstrate how innovative thinking and good design can really achieve substantial results in water saving for both industry and at home. The Smart WaterMark provides recognition for that and assists in making informed choices,” said Mr Prince.

A highly commended award was also made to Spray Nozzle Engineering P/L for their Low Flow Mini M-70 Water Saving Trigger Nozzle which is a commercial wash-down device which saves water in two ways: it has an automatic shut-off lever and a stainless steel design that prevents nozzle seat leakage.



Smart Approved WaterMark is a national not-for-profit scheme providing independent professional assessment of product and service water saving claims. Supported by the Australian Government's Water for the Future - Water Smart Australia Program, it is the sister scheme to the Water Efficiency Labelling Scheme for indoor products.

The Smart WaterMark consumer web site is at [www.smartwatermark.org](http://www.smartwatermark.org) and for further information email [info@smartwatermark.info](mailto:info@smartwatermark.info)



(l to r) ANOVApots, the Rainsmart unit and Winns Water Saver

### **Media information:**

**Smart Approved WaterMark Marketing Coordinator – Ms Cally Sheehan, (02) 92233322  
or 0433 095 099**

Smart Approved WaterMark is Australia's water saving labelling program for products and services which are helping to reduce outdoor water use. The Smart WaterMark is run by the Water Services Association of Australia, Irrigation Australia, Nursery and Garden Industry Australia and the Australian Water Association and is supported by The Department of the Environment, Water, Heritage and the Arts with funding from the Australian Government's Water for the Future - Water Smart Australia Program.