

## P R E S S   R E L E A S E

### **A Thinking Man's Showerhead Uses 40% Less Water! by High Sierra Showerheads**

Design engineer David Malcolm of Coarsegold has set out to make saving water as simple as it can be.

"Everything I do is about conservation," Malcolm, 49, said.

"All these nozzles I make -- it's all about using less water but accomplishing the goal of providing adequate water to the crop or grass or to your body."

His invention, what he calls HighSierra Showerheads, use 40% less water than the average 2.5 gallon-per-minute, low-flow showerheads, and saves 1,700 gallons of water per person annually. Malcolm explains his product comes from all of his previous inventions and those of his father.

Malcolm's father was in irrigation product design and manufacturing for 30 years. When he died in the early 1990s, Malcolm inherited the business. While he'd helped his father sell the sprinkler nozzles, he had never been part of the manufacturing. That changed when a friend told him golf courses could use his help keeping the grass uniformly green.

"That's when I started working on this nozzle technique that my dad developed and adapting it for use in golf courses," Malcolm said. "Since then I've retrofitted hundreds of golf courses around the country."

Using that technique, Malcolm developed a hose-end nozzle for hand-watering, which served as the inspiration behind his latest endeavor.

"I figured if I'm going to get in the showerhead business, I need to do something different," Malcolm said.

"What I did was take the design of the hose nozzle, miniaturized it and reduced the volume of water to what I thought was bare minimum...something that would give you a good shower but save a lot of water."

Barbara Shelton, co-owner of Busse's Ace Hardware in Coarsegold, has known Malcolm since the day she opened the store nine years ago. She's impressed with Malcolm's invention.

"He's taken a business that was started by his dad and he's fine-tuned it and made it his own," Shelton said.

"I've product-tested a couple of his different products in my home," Shelton said. "He has a really excellent hose nozzle that I've used and we've sold a couple of them in the store."

It's a really interesting design and very unique. He currently has a showerhead that works on the same principle, it's really an excellent use of water. It's a low-flow showerhead. I have two of these in my home so I can speak of them; you actually feel like you're getting a lot of water."

Shelton is not the only person to endorse Malcomb's HighSierra showerhead. His distributor has sold more than 6,000 of the showerheads, at \$30 each, in just the past eight months. Half of those have gone to colleges such as UC Santa Cruz, Cal Poly and Penn State, for use in dorms and gymnasiums.

As mandatory rationing is implemented and the need for water conservation increases, Malcolm said, it will be crucial to decrease the amount of water used in the shower. Other manufacturers will do so by using tinier holes on their showerheads, which can create a problem with plugging.

"What's really different about this showerhead is that I'm creating a spray that's a good, uniform spray that gets the job done -- but I'm doing it without diverting the water through little ports. Just one hole in and out, so it's not going to plug up," said Malcolm.

According to Malcolm, when low-flow showerheads plug up, people are less likely to continue using them, which means their long-term savings will not be realized and little water will be conserved.

Living so close to what Malcolm calls "the source" of much of California's water, allows him to see how much need for water conversation there is.

"Just living up here gives you better perspective of what a limited resource of water really is," Malcolm said.

From the deck of his Coarsegold home, Malcolm said, he can see a reservoir. "Last summer it was so low, there was no water in it at all. It was dry. Because the reservoir is again lower than normal this year, it's going to dry up early. I can see it. I can see what's happening."

When asked how that makes him feel, Malcolm replied, "It just confirms my belief that I'm at the right place at the right time."

One of the best aspects of what he does, Malcolm said, is creating something unique.

"It is exciting to come up with something that nobody else has ever come up with before, and for people to buy it and then tell you how great it is," Malcolm said.

Recognition that the product is good, Malcolm said, "makes it all worthwhile."

The quality Shelton admires most about Malcolm is his innovation. "He's a thinking person," Shelton said. "He has a clear idea of what he wants to develop."

*The HighSierra Showerheads are available for purchase at <http://highsierrashowerheads.com/> and at Busse's Ace Hardware in Coarsegold. Reprinted with permission of Sierra Star, Oakhurst, CA.*