

FURNACE CREEK INN AND RANCH RESORT

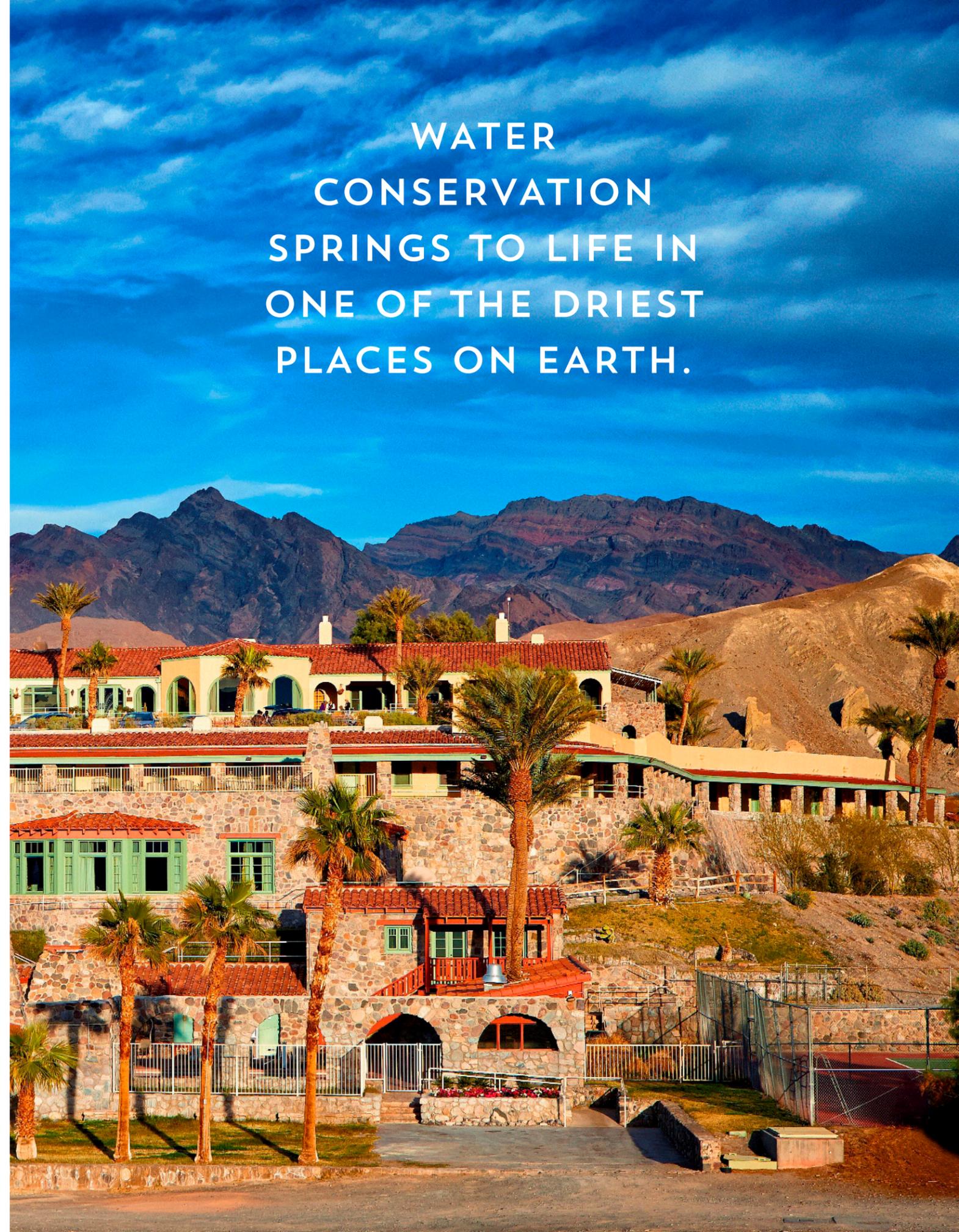


SPEAKMAN[®]
FOR THE LOVE OF WATER

A Sustainable Oasis in Death Valley

Furnace Creek Resort, situated in a lush oasis surrounded by the vast and arid desert of Death Valley National Park, California, hosts two hotels - the historic, 4-diamond, 66-room Inn at Furnace Creek and the more family oriented 224-room Ranch at Furnace Creek. With a commitment to legendary hospitality with a softer footprint, Furnace Creek operates with sustainability at the heart of its business.

WATER
CONSERVATION
SPRINGS TO LIFE IN
ONE OF THE DRIEST
PLACES ON EARTH.



Down and Drought

THE CHALLENGE: HOW TO DELIVER A SUPERB GUEST EXPERIENCE WHILE SAVING WATER IN ONE OF THE HARSHTEST ENVIRONMENTS IN THE COUNTRY?

Death Valley averages less than two inches of rainfall each year. Yet even here, in the hottest, driest and lowest spot in North America, is a thriving desert oasis with areas of wetland habitat - the Furnace Creek Resort. In a place as wild and remote as Death Valley, water, though abundant at Furnace Creek due to the natural springs located nearby, is still a scarce and precious resource both on site and throughout the State of California. The last three years have been the driest years in California history and the end is nowhere in sight.



Commitment to Conservation

Because of historic drought, California is on an extended mandated Executive Order to reduce potable water by 25%. Furnace Creek embraces this challenge: water conservation is at the forefront of their business and guest experience, and they are committed to using resources efficiently and effectively, with a goal to reduce daily water consumption significantly over historic levels.

Reigning in water usage comes in many forms including linen reuse programs, serving water upon request only in dining areas, refraining from aqua-thawing during food preparation, and reducing water use for the upkeep of grounds and gardens through drip irrigation and planting of native drought-tolerant species. Conservation efforts reduced water usage by 10% in 2015 compared to 2014 usage.

But with 367 shower heads on the property, installing updated low flow models was a great opportunity for Furnace Creek to showcase their environmental commitment and provided a superb guest experience, all while helping reach their conservation goals.



Reacting to the Water Crisis



Enter the Speakman Reaction, specifically engineered to save water without giving up an ounce of performance. Furnace Creek chose this particular model to provide a consistently positive low flow experience while maximizing sustainability with a 1.5 gpm max/1.1 gpm min flow rate.

“WE WERE IN SEARCH OF A SIGNIFICANTLY LOWER FLOW, SLEEKER LOOKING MODEL THAT WOULD FIT OUR WATER CONSERVATION CRITERIA. THAT’S HOW WE FOUND THE SPEAKMAN REACTION. WITH THE TURBINE PATENT IT REALLY IS AN OPTIMAL LOW FLOW OPTION, IN TERMS OF POWER AND PERFORMANCE.”

- Heather Willis, Sustainability Director, Furnace Creek Resort

Results and Real Water Savings

Furnace Creek's investment paid off, and continues to pay off. In the first year alone, they will save just shy of $\frac{3}{4}$ of a million gallons of water.

The numbers:

214

feet below sea level

367

shower heads

1.5

gallons per minute flow rate

738,793

gallons saved/year

Together, Furnace Creek and Speakman are proud to help ensure that the natural oasis that is Furnace Creek continues to amaze all who visit this very precious landscape for generations to come.

“OUR GUESTS AND EMPLOYEES SEEM TO BE SIGNIFICANTLY PLEASED WITH THE SPEAKMAN REACTION LOW FLOW SHOWERHEADS AND SEE A REAL DIFFERENCE WITH THE PERFORMANCE WHILE HELPING TO SAVE WATER AT THE SAME TIME.”

ABOUT SPEAKMAN

Speakman invented showering. For over 140 years, Speakman has pioneered the shower industry, first as a premiere American technology innovator, and continuously as a shower market leader. With the creation of the Anystream® showerhead in the early 1920's, Speakman popularized the modern shower as well as the total shower experience that is still widely imitated. Today, Speakman continues to its focus on performance, craftsmanship, and the stewardship of our most precious natural resource: water. From showerheads and designer-inspired bath collections for the home to fixtures for the hospitality industry and safety products for commercial, laboratory, and industrial environments, Speakman engineers excellence. Visit us on the web, and follow us on Twitter, Instagram, Pinterest, LinkedIn, and Facebook.