

Case Study: Marketing Strategic Planning & Research

Date of Services: November 2024 - July 2025



At a glance

FLUSH helped Solaris turn complex sanitation technology into clear, compelling messaging—defining target audiences, sharpening its value proposition, and creating a practical roadmap to support pilots and scale.

Client Testimonial

FLUSH brought structure and focus to our marketing strategy. Through strong research and industry insight, they helped us clarify our brand direction and align it with our values and audiences. The result is a clear, authentic strategy we can implement consistently and build upon.

*Megan Pirelli
Marketing Director
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FLUSH'S CASE TEAM

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FLUSH



Data-driven Storytelling for Water & Climate Professionals



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ABOUT THE CLIENT

Solarid Toilet is a waterless, dry-flush toilet system designed to deliver reliable, dignified sanitation where traditional sewer, septic, or water infrastructure isn't available. Its patented piston-based technology moves waste without water, reducing environmental impact and expanding access to clean toilets in remote, off-grid, and resource-scarce settings. Solarid's people-centered design prioritizes simplicity, sustainability, and practicality.

CHALLENGE

As Solarid Toilet prepared to move from early pilots toward broader market adoption, the company faced a critical challenge: its innovative, waterless toilet technology lacked clear, cohesive messaging and a well-defined understanding of who it was for and why it mattered. Without a unified brand narrative, segmented value propositions, or validated audience insights, Solarid risked being perceived as just another off-grid sanitation option rather than a differentiated, scalable solution.

SOLUTION

FLUSH clarified Solarid's positioning, define priority audiences, and translate its technical innovations into compelling communications that could support pilots, partnerships, and future growth. We turned a highly technical sanitation product into a clear, market-ready story. We developed a structured brand and communications process for Solarid to clarify its value proposition and identify key customer segments. Through a brand audit, stakeholder mapping, interviews, and surveys, we pinpointed where it excelled and identified growth opportunities.

The result was a practical messaging framework, audience personas, and a roadmap for engaging partners while preparing for long-term scaling.



BECOME A PILOT PARTNER

The Solarid Toilet System approach.

At Solarid Toilet System, our mission is to revolutionize sanitation through sustainable, people-centered toilet solutions that work anywhere. We believe everyone deserves dignified access to clean, reliable toilets, without wasting water.

Our vision is a world where sanitation works anywhere, wastes nothing, and serves everyone. We are setting the standard for what eco-conscious, waterless sanitation can

