

ECO Products for WORLD WATER DAY

World Water Day, on March 22nd 2008, encourages us to focus on the critical water issues of our era. It's shocking to realise that billions of people in the world still don't have access to clean water and sanitation.

In the UK, we're lucky to have easy access to sufficient water for our daily requirements of drinking and sanitation - and that places on us a moral obligation to consume it wisely....

DRINKING WATER – Improve the taste, but avoid the waste.

Our tap water is of a quality that the majority of the world's population would be very happy to drink. And yet many people here choose to buy bottled water instead.

Some of us simply don't like the taste of our tap water; others worry that their tap water contains unnecessary additives or even minor impurities from the distribution system.

But bottled water is not a good or sustainable answer.

The impact of the bottled water industry is great. In the UK alone, only 23% of the 13 billion plastic bottles produced each year get recycled. The other 77% ends up on landfill sites.

Also, because 25% of all bottled water is drunk outside its country of origin, thousands of tons of harmful emissions are released into the atmosphere by its transportation.

We believe therefore that filtered tap water is the perfect answer to improve the taste but avoid the waste.

The new **ECO Water Filter Jug**, with its 5-step Aqua Optima filter, removes pollutants such as herbicides, pesticides, chlorine and heavy metals to improve the taste of your water without adding to waste and pollution.

It also has the longest life filter-system – just one Aqua Optima **DOUBLE LIFE** cartridge will save up to 200 litre-sized bottles ending up as land fill.

Perfect for using with the ECO Kettle to improve the taste of your favourite hot beverage, and specially shaped to fit your fridge if you prefer your water chilled.



Benefits of using a water filter instead of bottled water include:

- Cleaner, tastier, healthier water from a proven high-quality filter system
- No more lugging heavy bottles of water from the supermarket
- No more trips to the recycle bins with bags of plastic bottles
- No more guilt over plastic bottles in landfills
- Replacement filters readily available
- Save money – Only 2p per litre!

Eco Water Filter Jug: fresh filtered tap water -- the environmental solution that's easy to swallow!

SANITATION - 'Showerdrop' dead brilliant!

In the UK, each person uses around 150 litres of water a day. Typically, 35% of that is in the bathroom. That's also the place we use most hot water.

Of course, we all know that a shower uses much less water than a bath – or does it?

A normal bath holds around 80-100 litres of water. But a modern power shower can easily deliver 20 litres of water a minute. So, more than five minutes in the shower could use more than 100 litres! It not only wastes water, it also wastes energy, money and time.

But showers vary; different flow rates, different showerheads. So whilst simply timing your shower is a step in the right direction, it doesn't tell you what you really need to know: how much water am I using?



The Eco Showerdrop is different – it's the world's first low-cost, universal shower meter. A simple digital display tells you exactly how much water your shower is dispensing and its user friendly graphic and alert gives you a gentle reminder when you have used the recommended amount*. It doesn't cut you off, it just informs you, so that you can make up your own mind.

The savings can be substantial in both water and energy. For a family of four it could be over £230 a year** saved on energy bills, as well as 40,000 litres of water (around £60 in metered costs***) and one ton of carbon!

There's no installation, just a very simple set-up, and no tools are required.

Like its award-winning sister product, the Eco Kettle, it's Brilliantly Simple – Simply Brilliant.

*35 litres as recommended by Waterwise and leading water companies.

**Based on current average usage of 7.2 minute shower at flow rate 9 litres/min
(Waterwise Survey Dec 07)

***Thames Water metered costs £1.58 per 1000 litres

Tech Specs

- Droplet shaped case in ABS plastic
- LCD display shows volume of water in numerical and graphical format
- Audible alarm
- Waterproof construction - case and buttons
- Wall mounted or lanyard hung
- Lithium battery, life 12 months
- Dimensions 100mm(h), 70mm(w), 25mm(d)
- Protected by UK patent – worldwide patents pending

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