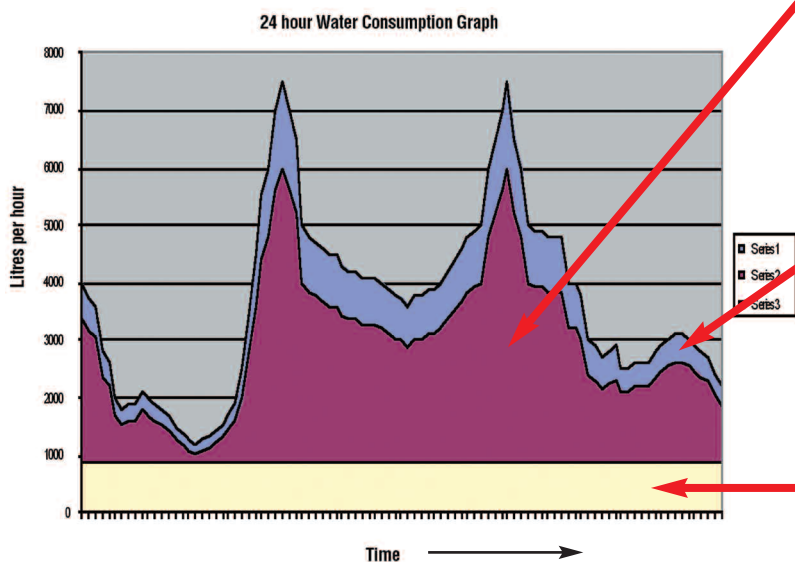


Improving your "Water Footprint" and saving you money

We offer our clients a broad range of pro-active solutions to monitor, control and reduce water and wastewater charges, focusing our efforts on improving their "water footprint" at the same time as saving money, says Mike Ingham of Pureworld Technologies Ltd

Key Strategic Approach - Pureworld's approach to consumption and cost reduction is based on three key strategic areas, represented by the typical 24 hour profile below.



Volume A = Normal domestic consumption. The normal waterpoints in any business such as showers, taps, urinal controls, water closets, provide opportunities to reduce consumption by the introduction of efficient water saving technologies

Volume B = Wastage from taps left running, overflowing tanks and cisterns. Wasteful use is of concern to us all as water is such a valuable resource. Site investigations and water audits often reveal faulty dripping taps, overflowing storage tanks and garden hoses left running.

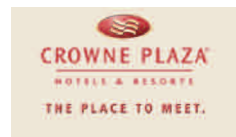
Volume C = Background unaccounted for leakage, usually below ground. Leakage from underground pipework can often go undetected for months and even years. Simple regular checks, bill validation and Smart Metering are all useful tools in detecting costly leaks on private pipework.

Traffic Light Reports - Water Consumption Benchmarking

Pureworld have recently introduced the concept of simple to understand Traffic Light Reports to quickly evaluate and benchmark a client's consumption levels in hotels, leisure clubs and other commercial and industrial businesses. These reports are based on historic water billing data and an evaluation of business activity. The outcome of the analysis reveals one of the following benchmarks.



- RED** Extreme consumption. Immediate action recommended with at least 10% to 15% achievable savings.
- AMBER** High consumption. Prompt action recommended with at least 5% to 10% achievable savings.
- GREEN** OK consumption levels. However continued monitoring recommended by Bill Validation.



Reducing your Water Footprint

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