



Waterless™ No-Flush Urinals

NEWS ADVISORY

FOR IMMEDIATE RELEASE

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So where's All the Water Going?

U.S. uses about 26 billion gallons of water daily

***Water used in commercial buildings accounts for
14 percent of all water***

Vista, CA – April 11, 2010 - Approximately 70 percent of the earth's surface is covered with water, but more than 97 percent of all water is salt water that cannot be used for human consumption.

This means less than 3 percent of the earth's water is available for drinking, irrigation, and industrial usage.

Currently, the U.S. uses about 26 *billion* gallons of water daily. Yet, it is estimated that about 2.5 billion people around the world do not have access to adequate water supplies...a number that is expected to rise in the next 20 years to 3.5 billion.*

According to Klaus Reichardt, CEO and founder of Waterless™ No-Flush Urinals, closing this gap can only be accomplished through effective water conservation. And, he adds, knowing how and where to use water is the first step in protecting our water supply, our most important natural resource.

“Water used in (commercial) buildings in the U.S. accounts for 14 percent of all potable (usable) water,” says Reichardt. “In our homes, more than 25 percent of all water is used just to flush toilets.”

Reichardt highlights some areas where water is most commonly used in U.S. commercial and residential facilities, including:

- Roughly 30 percent is used for landscaping and “outdoor” use
- About 22 percent is used to wash clothes
- Showers and baths consume 19 percent
- Leaks account for more than 14 percent
- More than five percent is used for washing cars and filling hot tubs and pools.

Using 26 billion gallons of water per day is hardly sustainable, notes Reichardt, even in a water-rich country like the U.S. “We are already having water shortages here, which are likely to increase in years to come. Our only option is to become [more]

water conscious and employ more water conserving technologies to reduce water use.”

* Source: The World Bank

Photos: None

Available for Presentations on Water Conservation:

Klaus Reichardt is founder and managing partner of [Waterless No-Flush Urinals](#), Vista, Calif. Reichardt founded the company in 1991 with the goal to establish a new market segment in the plumbing fixture industry with water conservation in mind. Reichardt is a frequent writer and presenter, discussing water conservation issues. He can be reached at klaus@waterless.com.

About Waterless

Waterless Co. Inc. has established a reputation as an innovative manufacturer, serving the building, plumbing, and janitorial industry for over 18 years. Based in Vista, Ca, Waterless Co. offers quality, innovation and expertise in water conservation and high efficiency products for building owners with a full line of

Waterless No-Flush urinals, cleaning liquids, and cost saving accessories. Visit: www.waterless.com

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"In times of great change, it is the learners who inherit the future." -Eric Hoffer

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