

Tapworks

- water experts and the UK's leading water softener manufacturer

- **media information**

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BOTTLED WATER? WHY WOULD YOU WANT IT?!

...expensive, environmentally unfriendly, cumbersome to transport, needs to be stored...there has to be a better answer!

With the current economic climate making inroads into bottled water sales, it seems like a good time to question the voracity of buying bottled water in the first place!

A senior executive at one of the UK's leading water companies was recently heard to bemoan that many of the constituents in bottled water have to be removed from tap water before it can be supplied, yet the bottled water companies are proudly championing the stuff in their products as if they were essential, healthy contributors to the argument for bottled water sales. He also complained that whilst bottled water had to meet thirty or so European regulations, tap water has to meet at least three times as many! 'Where's the fairness in that?' he cried.

Well, it's actually far simpler than that. Mains water in the UK is the safest in the world. We're lucky enough to have the best piped water supplies anywhere on the planet despite the age of some of the water distribution infrastructure and the resultant leakages that see water disappearing before it makes it into the homes in Britain. The fact that it's safe to drink isn't in question. The question increasingly on the lips that the water has to pass through, is does it taste, smell and look nice?

There are additives to mains water that have to be there. There is inevitably a small amount of sediment that makes its way down the mains pipes and through

the taps and some water companies choose to add things that consumers aren't best pleased about.....and that's where the bottled water companies have had a field day. 'Drink 'pure' water the way it was meant to be' they cry. No nasty chlorine or other added chemicals. Some water companies in hard water areas try to soften the water too – even if only a bit – to reduce the limescale content for example – before it makes its way into your home.

But surely there has to be a better way of enjoying fresh, clean nice looking, nice smelling, sediment free water than having to hump huge bottles of it home from the supermarket? Think about it? From an environmental point of view, bottled water has to be extracted from whichever mountain spring or stream it comes from, transported to the bottling plant, it has to be bottled in PET bottles of various sizes (that's heavy on the CO₂). It has to be transported – usually by diesel guzzling lorries (more emissions), it has to be purchased from the supermarket and then transported home by car (a few more kgs of carbon, unless you have an electric car!) It then has to be stored until it's used. Then you have to dispose of the bottles – yes, even more CO₂ I'm afraid.

There has to be a better way of achieving the same thing, more cheaply, whilst doing less damage to the environment. Surely.

There is!

Water expert Tapworks, the leading manufacturer and supplier of water softeners in the UK, offers a new 'whole home' water filter to filter mains water throughout the house. Water filters of different kinds are common in the UK of course, but most only affect one separate drinking water tap, installed in a kitchen attached to a small filter system that requires regular three to six monthly filter changes, or are small jug filters, which again require regular filter changes.

This exciting new unit fits under drawer height in a standard kitchen cabinet, is simple to install and even easier to maintain as it comes with a self cleaning filter

that will last between five and eight years in a standard three or four bedroom home depending on water usage.

Tapworks MD Mike Pickavance says it's the simple answer for people who don't like the quality of their tap water: "Mains water – wherever it comes from - has additives and individual characteristics that some people find unpleasant and would prefer to 'opt out of' in their homes. This new product allows you to do this if you wish and because the filter life is as long as eight years, it's effectively a 'fit and forget' appliance."

As well as great tasting water from the tap, there are significant other lifestyle benefits to be enjoyed by having a whole house filter installed. Apart from ending the need to 'hump home' huge bottles of bottled water – and the savings that will provide on the grocery bills - tea and coffee and other drinks will taste better, fruits, vegetables, pasta, rice and other foods cooked in water will taste far better, laundry will feel softer and fresher and bath times, cleaning teeth and washing hair will be more pleasurable as well.

And at around £400, for the benefits it offers, it's very affordable and for average users of bottled water in the home, it will pay for itself in less than 2 years – and the filter will still have four to five years at least to run before it needs changing!

So why were you thinking bottled water was the way ahead? Ask your plumber or installer to install a Tapworks whole home filter for you – they're available through all leading plumbing and builders merchants.

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