

----- START ----- JULY 2011 -----

HIPPO – ONE OF THE MOST SUCCESSFUL WATER CONSERVATION MEASURES EVER.

It has caught the imagination and penetrated the public psyche. Hippo has already saved enough water to fill over 30 olympic swimming pools and the savings continue to rise daily.

It is widely predicted that droughts will become more frequent, so it is not surprising that many UK organisations, water companies and the commercial sector have identified the toilet cistern as a significant target for the reduction of water consumption.

Help is at hand in the form of Hippo the Water Saver which offers an immediate and cost effective method of saving water in single flush cisterns. This is a Hippo with a pedigree – it's already being used in its millions by water companies, councils, NHS, MoD, prisons, the commercial sector and homeowners. Independent research has shown that Hippo, when used as a specific water saving initiative, can reduce total water consumption by approximately ten per cent.

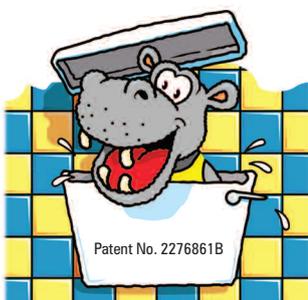
Hippo is the simple, cheap alternative to objects such as bricks and plastic bottles which have been tried in toilet cisterns in the past to help save water. The Hippo, made from durable heavy gauge polythene, opens up origami style into a box shape, retaining approximately thirty per cent of the cistern volume – working better than bricks which can flake, or bottles which can jam ball floats.

Many toilets will flush just as effectively with less water. Hippos placed in cisterns can reduce the amount of water flushed away and for those on a metered supply this means a *significant* and *sustained* saving on bills.

Company Information

Designed to last a lifetime Hippos are manufactured in the UK at a factory in Hertfordshire. Over eleven million have been sold since the company was established in 1997. Hippo was awarded the prestigious Waterwise Marque in recognition of its ability to reduce water wastage and raise the awareness of water efficiency.

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Hippo the Water Saver

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