

----- 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 a more frequent event, 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. In the workplace the toilet cistern accounts for over forty per cent of water consumption.

At the time of the last drought the House of Commons Environment Committee highlighted the following: Recommendation 3. *'We believe that reducing the volume of water being flushed down WCs is a priority. We understand that this measure alone could result in water savings of approximately ten per cent of all domestic water consumption, sufficient to mitigate any effects of climate change which are now predicted to occur. We strongly urge all those involved to publicise this means of reducing waste'.*

Although research is underway on the use of smaller volume cisterns for those wishing to conserve water and reduce bills now the high cost of cistern replacement could be prohibitive. Help is at hand in the form of Hippo the Water Saver which offers a 'Fast Track' and cost effective alternative. 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. Implicit in such a saving is a considerable reduction in bills and a typical payback on the initial investment of only two to six weeks.

So what is a Hippo?

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. The Hippo also has a small hole which acts as a relief valve allowing slow circulation of water to prevent stagnation and evaporation.

Why should I use Hippos?

Every time a toilet is flushed it could be using up to three litres of precious and costly water – more than may be needed. 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.

Are Hippos effective?

Each Hippo will save on average three litres of water every time a toilet is flushed. Its effectiveness is such that more than eleven million Hippos have already waded into cisterns. Hippo has been endorsed by the majority of UK water companies who recognise it as the most effective way to save water in the toilet cistern.

Can I put Hippos into my cisterns?

If you have a single flush cistern then yes, but Hippos do not work in the water-efficient dual flush cisterns which have become popular since 2001. Hippos are most effective in older, larger cisterns, which use nine to twelve litres per flush. Cisterns made after 1993 are designed to use less water, although Hippos are also known to be very effective in these smaller volume cisterns.

Are Hippos easy to install?

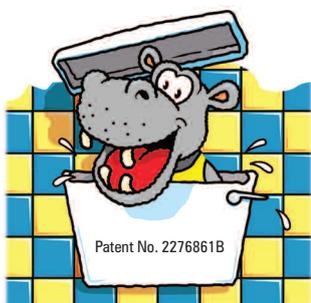
Installation is very simple and can be completed in a few minutes. In the majority of cases Hippos are fitted as supplied but, if it is found that the flush is not delivering enough water to clear the toilet bowl, a simple adjustment taking just seconds can be made.

Hippos can remain in toilet cisterns indefinitely leading to significant and sustained savings. However for those who may feel that it is not a permanent solution Hippo does at least focus attention on what may appear to be a rather boring subject.

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

A Division of G.B.R. Industries Ltd
Galebreaker House
New Mills Industrial Estate
Ledbury
Herefordshire HR8 2SS

Tel: +44 (0) 1531 637 916

Fax: +44 (0) 1531 637 901

Email: sales@hippo-the-watersaver.co.uk

Web: www.hippo-the-watersaver.co.uk

