

----- START ----- OCTOBER 2011 -----

## **HIPPO, ONE OF THE MOST SUCCESSFUL WATER CONSERVATION MEASURES EVER, ANNOUNCES THE ARRIVAL OF HIPPO 7**

Since its creation in 1997 over 11 million Hippos have been sold. The original Hippo 9 is still the right choice for any 9 or 13 litre cistern, saving 2 to 3 litres of water every flush. The new Hippo 7 delivers the same water efficiency, money saving and reduction in carbon footprint but is designed for smaller 7 litre, 7.5 litre and slim-line 9 litre cisterns. Hippo 7 will save 1 to 2 litres of water per flush. Hippos are a simple, proven and low cost water saving device manufactured in the UK.

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 each employee uses the toilet around 3 times per day accounting for over 40% of water consumption. By using Hippos a typical business will find that they make an average saving of 6,000 litres of water per employee each year, with schools and colleges experiencing similar savings. In the home the average UK family uses 70% of their water in the bathroom, with toilet flushing accounting for 30% of household water use.

DEFRA reports that by 2020 rising population and growing numbers of homes will mean that demand for water in the UK is likely to be around 5% higher than today. To meet that demand the UK will need an extra 800 million litres of water per day. The average water use in England is approximately 150 litres of water per person a day. Imagine 317 pints of milk on your doorstep in the morning – that's 150 litres. Waterwise's research showed that the energy used to pump, treat and heat the water in the average family home in one year produces the carbon equivalent of a return flight from London to New York.

All Hippos are made from durable heavy gauge polyethylene and are printed using human grade food dyes – they are safe to touch and produce no harmful dust particles during transportation, installation or daily use. Hippo is designed so that the water will never go stale. A small hole is put in the Hippo so that every time the toilet is flushed a small amount of water comes out of the Hippo into the cistern and is replaced by fresh water as the cistern re-fills. Hippo works better than bricks which can flake or bottles which can jam ball floats.

Many toilets will flush just as effectively with less water. By putting Hippos into cisterns consumers can reduce the amount of water flushed away and, for those on a metered supply, this means a significant and sustained saving on water and water bills. Hippos can be found in all the best places including Buckingham Palace, The White House and the Houses of Parliament.

### **Hippo Case Study - Haven Holidays**

Written by Daniel Coward, Environmental Sustainability Manager, Bourne Leisure Ltd.

"As the largest leisure and tourism holiday provider in the UK, we recognise the importance of our environmental responsibilities, using 'only those resources appropriate to the task'; has become a company mantra and our

organisational mission statement is centred on triple bottom line economic principles of people, planet and profit, a sustainable business who strives for sustainable growth. We constantly strive to improve the holiday experience in all ways possible while simultaneously managing our resource usage in ways that means the environmental impact of holidaying with Haven is minimised. So our guests need not worry about the impacts of their well earned leisure time and can relax in some of the UK's most prime coastal destinations with peace of mind. Our environmental programme is wide ranging and in order to achieve long term reduction targets and guide the business into times of relative resource scarcity we created a road map of how to drive the business forward in a sustainable manner. During the early parts of this process we quickly identified the lowest hanging fruit, those projects that didn't cost the earth to set up and provided superb paybacks. One of the retrofit products which worked very well and showed superb return on investment was 'Hippo the Water Saver', we ordered 5,000 of these and introduced them into all of the older style toilet cisterns across the estate (ignoring post 2001 dual flush models). These toilets accounted for roughly 30% of water consumed per holiday home. We effectively reduced the water used per flush from 7.5 litres to 6 litres, achieving a reduction of 20% implemented easily and effectively in a way that didn't compromise the effectiveness of the flush and unless you look into the cistern you would never know it's there. We feel it is very important to tackle toilet water consumption as its such an easy win, provides great return on investment and you are saving valuable drinking water."

### Company Information

Hippo was awarded the prestigious Waterwise Marque in recognition of its ability to reduce water wastage and raise the awareness of water efficiency.

----- ENDS -----



#### Hippo the Water Saver

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

Contact Penny Crawford:-

tel: +44 (0) 1531 637 916  
fax: +44 (0) 1531 637 901  
email: [sales@hippo-the-watersaver.co.uk](mailto:sales@hippo-the-watersaver.co.uk)  
web: [www.hippo-the-watersaver.co.uk](http://www.hippo-the-watersaver.co.uk)

