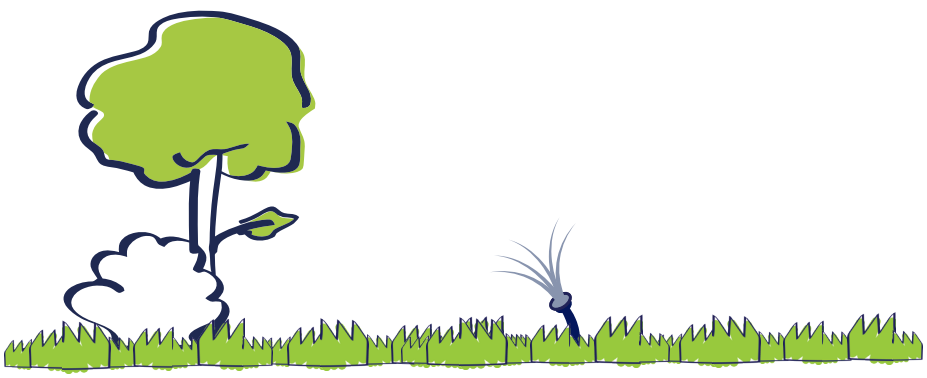


water reuse drives the resource revolution



By 2025, half of the global population will live in water-stressed areas.¹

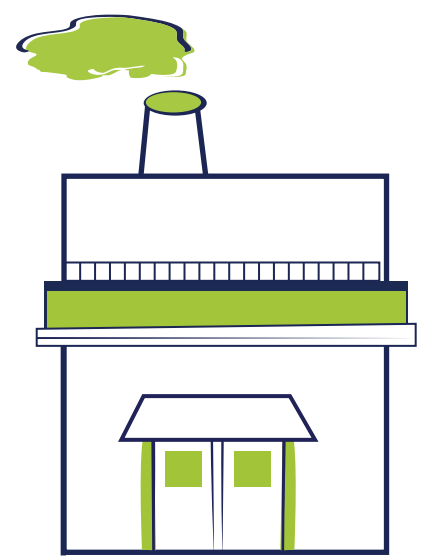
Many believe household water conservation will help avoid scarcity.



But, the breakdown of water use shows household conservation is only a small part of the solution in developed countries.



12%
HOUSEHOLD²



59%
INDUSTRIAL³

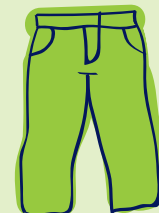
Manufacturing the products used in our daily lives consumes a greater amount of water...⁴



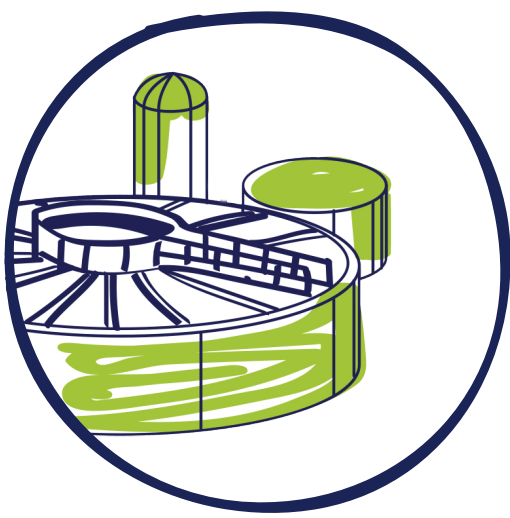
CAR
20,000+ GALLONS



CELLPHONE
3,000+ GALLONS



JEANS
2,000+ GALLONS



Reusing wastewater provides the most sustainable source of clean water.



Globally, over 80% of wastewater is discharged without being treated or reused.⁵

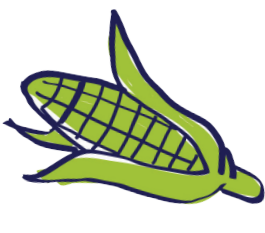


Leading companies have reduced water consumption by up to 90% through recycling wastewater.

Today's technology can treat wastewater so that it can be reused for:



drinking water



agriculture



energy



public spaces

Just imagine the potential if we reused all of the world's wastewater...

1 <https://www.who.int/news-room/fact-sheets/detail/drinking-water>
2 <https://www.epa.gov/watersense/how-we-use-water>
3 <https://www.cdc.gov/healthywater/other/industrial/index.html>
4 <https://www.watercalculator.org/water-use/the-hidden-water-in-everyday-products/>
5 <http://www.unwater.org/water-facts/quality-and-wastewater/>