

## The Need

### Our Most Precious Natural Resource Is in Trouble

Despite the fact that clean water is a scarce and precious resource, the average American wastes up to 30 gallons of water every day. That's a scary number, because the EPA estimates that 36 states will be facing water shortage problems by 2013.<sup>1</sup>

Wasting water is just the beginning. In order to meet America's demand for bottled water, *Fast Company* reports that 50 billion plastic water bottles are used every year.<sup>2</sup> On top of that, most of these plastic water bottles—more than 38 billion—are not recycled.<sup>3</sup>

**PUR® can be part of the solution.**

#### DID YOU KNOW?

- Each PUR pitcher can replace about 1,900 16 oz. plastic water bottles per year.\*
- A PUR faucet mount can deliver up to 3,200 16 oz. plastic water bottles in one year.\*\*
- A PUR Faucet Filtration System is about 1/10 the cost of bottled water, which could save one person up to \$600 per year.\*\*\*
- Refilling portable bottles with PUR water gives consumers an easy way to make a smart choice while saving natural resources.

1 Environmental Protection Agency, May 3, 2007.

2 Fishman, Charles. "Message in a Bottle." *Fast Company Magazine* July 2007: 110.

3 *Ibid.*

\* For a pitcher and six filters, the average yearly savings is \$585 and the number of plastic water bottles replaced is up to 1,920.

\*\* Based on one consumer drinking 400 gallons per year, and average retail prices for bottled water and PUR faucet mount

\*\*\* Reducing up to 3,200 water bottles and saving up to \$600 per year based on comparing annual capacity and average price of PUR® Faucet Mount System and three refills based on filter life expectancy to corresponding number and average price of 16 oz. water bottles.