

Water Predictions release

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VISTA, CA — With the start of the New Year, we hear all kinds of predictions as to what will happen in 2010. Although no one has a crystal ball, when it comes to water, there are certain trends that appear to be accelerating.

Klaus Reichardt, founder and managing partner of [Waterless Company Inc.](#), manufacturers of waterless urinals and other water-conserving products, has been involved with water conservation for nearly 20 years. The following are his *Ten Water Predictions for 2010*:

1. The cost of water will continue to go up throughout the United States.
2. More local communities will pass legislation requiring the installation of water-conserving products that surpass current federal requirements.
3. More government rebate programs for selecting water-conserving fixtures and products will be initiated.
4. The connection between energy use and water will become clearer and facilitate additional emphasis on water conservation. (The less water pumped the more energy saved).
5. Worldwide, the cost of water will go up with people in developing countries paying the most. The cost of water in Colombia is already 50 times more than it is in New York City.
6. Four in 10 people in the world are affected by water shortages; this will grow to five or six in 10 people, impacting millions.
7. The number of people without access to potable (drinkable) water will

approach 1.5 billion in 2010.

8. "Point-of-use" water treatment programs will spread in developing countries. These systems allow people to safely treat untreated water for household and business use.

9. China will experience acute water shortages

10. New water-conserving technologies will be introduced and more people and businesses will take conscious steps to conserve water.

"Many of us do not realize that water is becoming the single most critical environmental issue around the world," says Reichardt. "And it will likely become an even greater concern in years to come."

About Waterless

Waterless Co. Inc. has established a reputation as an innovative manufacturer, serving the building, plumbing, and janitorial industry for over 18 years. Based in Vista, California, Waterless Co. offers quality, innovation and expertise in water conservation and high efficiency products for building owners with a full line of Waterless No-Flush urinals, cleaning liquids, and cost saving accessories.