

Waterless® Co., Inc.

Press Release

FOR IMMEDIATE RELEASE
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Carbon Disclosure Project Releases First Report on Water's Impact on Business

Demand for water is projected to outstrip supply by as much as 40 percent in the next 20 years.

Vista, CA - November 29, 2010 - The [Carbon Disclosure Project \(CDP\)](#), an independent, nonprofit organization that maintains databases of climate change-related information, reports that 39 percent of companies it surveyed are already experiencing detrimental impacts related to water issues.

The water issues reported in the survey, which involved 302 of the world's largest companies and was published in November 2010, include service disruptions due to flooding, drought, as well as declining water quality. These challenges can add to business operational costs, which ultimately must be paid for by the consumer.

According to the CDP, demand for water is projected to outstrip supply by as much as 40 percent in the next 20 years. The organization also estimates that as much as 80 percent of the world's population "already lives in areas where fresh water supply is not secure."

Some of the other findings from the survey include:

- 89 percent of the companies surveyed have developed specific water policies, strategies, and plans to deal with potential water problems
- 62 percent have identified potential business opportunities as a result of water challenges such as developing water efficiency systems and products

- 67 percent now report water-related issues to their company's top executive committees

"The fact that water-related issues are now reported to top management of a company indicates the growing concerns about water," says Klaus Reichardt, CEO and founder of Waterless Co., Inc., a leading manufacturer of waterless urinal systems. "For many companies around the world, water is now as much a concern as fuel and oil."

The CDP report indicates that the sectors most vulnerable to water risks in the future are food, beverage, tobacco, metals, and mining.

It also lists global companies that have taken a leadership role when it comes to developing best practices for dealing with water problems.

Many of these are American companies and include:

- Colgate-Palmolive
- Ford
- General Electric
- Proctor and Gamble

Details of the report, which is entitled ["The Case for Water Disclosure."](#) are now available for download through the CDP Web site.

Photos: None

Available for Presentations on Water Conservation:

Klaus Reichardt is founder and CEO of [Waterless®, Co., Inc.](#), manufacturer of No-Flush Urinals, Vista, Calif. Reichardt founded the company in 1991 with the goal to establish a new market segment in the plumbing fixture industry with water conservation in mind. Reichardt is a frequent writer and

presenter, discussing water conservation issues. He can be reached at klaus@waterless.com.

About Waterless

Waterless® Co. LLC. has established a reputation as an innovative manufacturer, serving the building, plumbing, and janitorial industry for over 18 years. Based in Vista, Ca, 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. Visit: www.waterless.com

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