



**Waterless™ No-Flush Urinals**  
**INDUSTRY ADVISORY**

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**Lloyd's Report Issues Stark Warning about Water**

Vista, CA – May 25, 2010 - A [Lloyd's 360 Risk Insight](#) report issued in May 2010, says businesses must act now in the face of diminishing water supplies.

This stark warning, "Global Water Scarcity," looks at the issue of diminishing water resources and its impact on countries, people, and business. It is prepared by Lloyd's of London, a worldwide business insurance company.

The report reveals that global water resources are under increasing threat, with water supplies and aquifers -- underground layers of water-bearing rock -- drying up.

According to the report, only 3 percent of water in the world is freshwater and only 1 percent is readily usable to humans.

What's more, increased demand for food and water resulting from population growth; climate change; and higher per capita water requirements resulting from increased living standards are all threatening this already limited supply.

"The key message of the report," says Klaus Reichardt, CEO and founder of [Waterless Co](#), manufacturers of waterless urinals and other restroom

products, “is that we must realize that water shortages and related problems are becoming serious issues worldwide.”

According to Reichardt, the report suggests that countries and businesses act quickly and in partnership to tackle three key water-related issues:

- Implementing more effective water conservation measures
- Improving the reliability and quality of water supply
- Entering into dialogues with national governments to improve policies dealing with water issues

“The 360 Risk Insight studies are designed to recommend for businesses and companies actions necessary to ward off potential global problems,” adds Reichardt. “It is clear by this report that water is an issue that has climbed to the top of their list.”

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](mailto:klaus@waterless.com).

**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, 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](http://www.waterless.com)

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