



## **Waterless release 4.5**

### Water Torture

#### Lots of Water But Water Problems Persist

Vista, CA - Although much of the western half of the United States has been blessed with significant rainfall and snow this past winter, it has not been enough to satisfy the growing demand for water in the region.

Lake Mead, for example, the West's most important reservoir serving more than 30 million people, is currently perilously close to 1,075 feet-the water level at which the U.S. Secretary of the Interior would likely declare a water shortage -- the first time in nearly a century of the Colorado River system.

Such a declaration would reduce water allotments and place severe water restrictions on residents in California, Nevada, and Arizona; metropolitan areas most impacted would be Los Angeles, Phoenix, and Las Vegas.

Lake Mead's problems go back more than a dozen years.

According to experts, the Southwest entered a debilitating drought more than a decade ago. Although rainfall amounts over the past several months have been above normal, they are not enough to make up for the past decade of drought.\*

"Some water agencies have stockpiled water, anticipating a shortage, which might help avert a disaster," says Klaus Reichardt, CEO and managing partner of Waterless® Co., LLC.

"But the good news is some cities, such as Los Angeles and Phoenix, are actually using less water per capita today than they were a few years ago by employing long-term, [water-reducing] measures."

Reichardt indicates some of these water-reducing technologies include low flow toilets, no water urinals, and xeriscaping, a form of drought-resistant landscaping.

"This is happening in L.A. and Phoenix and they have made significant reductions in their water use even as their populations have grown."

\* Brief History of Lake Mead Water Levels:

1980 - 1,225 feet

1990 - 1,150 feet

2000 - 1,225 feet

2005 - 1,125 feet

2011 - 1,096 feet

Amounts are approximates.

Source for some items: Jim Carlton, "Wet Weather Can't Shake West's Thirst," Wall Street Journal, March 31, 2011

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)