



The Water Cooler Guys

The Benefits of Filtered Water



**Bottle-less Water or Bottled Water – what is best for your Health,
your Environment and your Wallet?**

The Benefits of Filtered Water

In the past few years we have seen a huge shift in the statistics of the beverage industry, particularly in the area of bottled and filtered water.

There is a growing trend amongst consumers to turn away from sugar-laden drinks due to health and wellness concerns. Consumers are getting smarter, realising water is the very best form of hydration. For this reason, the bottled water segment of the beverage industry is now the fastest growing with a projected 6% annual growth in sales – but is this shift to bottled water for the better?

The answer is yes and no.

It's great to see Australian's taking their health into their own hands, but at the same time, we are still not helping the health of our planet. In Australia, over 400,000 barrels of oil are used per year to manufacture plastic bottles. That's enough to run 27,000 cars for a whole year! We recycle only 30% of bottles sold, and the rest end up in landfill or waterways where it takes centuries to decompose. This pollution is detrimental to our land and our marine ecosystems and the food we eat from them.

There are a lot of options for drinking water with the hype that surrounds each – tap, bottled, distilled, alkaline, etc. For the everyday consumer, it can all get very confusing. So let's take a look at why filtered water is the best choice.

Common Elements Removed with Filtered Water

- **Arsenic:** Tap water can contain dangerous levels of arsenic, a powerful carcinogenic, that has been linked to an increased risk of several types of cancer.
- **Aluminium:** Municipal water that is unfiltered can lead to increased consumption of aluminium, a metal that has been linked to Alzheimer's disease, hyperactivity, learning disabilities in children, skin problems, liver disease and more.
- **Disinfection Byproducts (DBPs):** DBPs are harmful elements that result from disinfecting water with chlorine, a powerful carcinogenic.
- **Fluoride:** While fluoride is commonly associated with improving oral health, it can actually cause a wide range of health problems such as a weakened immune system and cellular damage that accelerates ageing.

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What about Bottled Water?

You may be surprised to learn that 40% of bottled water is actually just bottled tap water! So, why are we paying for someone else to bottle our water, when we can simply filter and bottle our own water into reusable bottles at home?

In addition to this commonly unknown fact, here are some other risks that stem from drinking bottled water:

The plastic bottles themselves are created with a chemical called bisphenol-A or BPA, a synthetic hormone disruptor that has been linked to many health problems such as:

Learning and behavioural problems; Altered immune system function; Prostate and breast cancer; Risk of obesity; Early puberty in both genders

Bottled Water Pros:

- Convenient
- Healthier than regular tap water (if filtered)
- Tastes good

Bottled Water Cons:

- Expensive
- Terrible for the environment
- Encourages the use of fossil fuels

Another Plastic Water Bottle Health Risk

Are you guilty of refilling your store-bought plastic water bottle?

Have you noticed the bottle gets a bit steamy and sweaty looking after a few days?

There is a reason this happens, and it's not healthy.

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This is because some types of plastic water bottles contain chemicals that may seep into your drinking water. These harmful hormone-disrupting phthalates leach into the bottled water after as little as 10 weeks of storage, or much faster once the bottles have been left in the sun (e.g. in the car or on the beach).

How does a Bottle-less Water Dispenser compare to a Bottled Water Dispenser?

Bottled Water Dispensers have been around a long time, however they have many shortcomings and lack the benefits of the Bottle-less Water Dispenser. Some of the Bottled Water Dispenser disadvantages include:

Health Risks

Where bottle-less dispensers promote workplace health through sanitization technology, bottled dispensers include an exposed tap which is prone to contamination with work-based pathogens such as the highly contagious Norovirus, which causes diarrhoea and vomiting.

Extra Administration

Once installed, a bottle-less dispenser requires near-zero administrative effort. Whereas a bottled dispenser requires someone in your office or home to arrange delivery, find storage space for big, heavy bottles that require lifting – all negative and time-consuming factors.

Plastic Pollution

Globally, more than 8 million tons of plastic enter our oceans every year. It's everyone's responsibility to reduce our reliance on plastic. The best solutions favour a bottle-free approach in which we reduce the ongoing contribution of plastic production and global pollution.

Cheaper Option

Bottle-less Water Dispensers are a fraction of the price of Bottled Water Dispensers.

FILTERED WATER, GOOD FOR YOU, GOOD FOR THE ENVIRONMENT

Filtering your own water is easy, good for the environment and good for your wallet – and with a wide selection of filters for different living situations, you have every reason to filter your own.

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Some important facts about filtering your own water at home or at the office:

You will be doing your part to help the environment and stop the following:

- The massive influx of plastic sent to the dump or our oceans;
- Recycled plastic water bottles require the use of petroleum in addition to the cost of transport for the recycling process. Another way to think of it: when you pick up a water bottle at the supermarket, hold it up and imagine it filled $\frac{1}{4}$ with oil. That's how much in fossil fuels it took just to manufacture it!
- The environmental impact of delivering all that bottled water is profound, both from overseas (e.g. Fiji Water, Pellegrino) and within Australia. Consider the huge transport and fuel costs spent on distributing bottled water to stores;
- And did you know it takes three times as much water to produce a plastic bottle then it does to fill it?

A Reminder of why it's best to Filter Your Own Water

- Filtered water is more affordable than bottled water.
- Filtered water is healthier than distilled water, alkaline water, and "vitamin" waters.
- Filtered water tastes better than tap water.
- Filtered water protects the body from disease and leads to overall better health.
- Filtered water removes cryptosporidium and giardia from drinking water helping to reduce the risk of gastrointestinal disease.
- Filtered water is important for children's developing immune systems.
- Water filters are the last line of defence between the body and toxins that your municipalities may not be eliminating.

Benefits of drinking filtered water as opposed to municipal tap water

While various government bodies regulate municipal tap water and set legal limits on certain contaminants, some of the legal limits may be too lenient. In fact many chemicals found in municipal water are not regulated.

Using water filters can help further reduce pollutants like lead from old water pipes, pesticide runoff in rural areas and by-products of chemicals like chlorine that are used to treat drinking water.

Filtering tap water may be even more important if you are pregnant, older, have young children or suffer from a chronic illness or compromised immune system.

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We are living in a time where we have to be responsible for our own health and wellness and a water filter is an essential part of our healthy living.

Your best bet is using tap water run through a good filter on your kitchen tap or drinking container, which will yield you the cheapest, cleanest, most convenient water source.

Why does bottled water cost more than fuel ... is bottled water a rip-off?

In Australia a \$4 + cup of coffee probably only costs 40 cents to make. That's actually a good deal compared to the economics of bottled water. Bottled water costs well in excess of 1,000 times that of tap water.

We complain incessantly about petrol prices at \$1.50 a litre, but a litre of San Pellegrino bottled water costs \$4.13 at Woolworths.

Likewise, Coca Cola sells at \$4.20 a litre, and Woolworths Pump Still Water is \$4.37 a litre.

Not surprisingly, the mega-beverage conglomerates of Coke, Pepsi and Nestle hold most of the bottled water market share in addition to their other beverages.

So is bottled water a rip-off?

Absolutely!

How do we counter-act this rip-off?

Simply install a Filtered Water Dispenser

Water Dispensers are not all created equal

The older style bottled water dispensers are rapidly being replaced by a new breed of modern bottle-less water dispensers. Ones that are better for your knees, your health and the environment.

The new systems offer continuous filtered water supply and reduce the environmental impact of excess plastic and transport. They're not only bottle-less, but they're also highly versatile in that they provide filtered water for all your needs: hot for coffee and tea, cold or ambient as well as sparkling water.

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We refer to them as mains connected water dispensers, which basically means they're plumbed into your mains water supply. Not only are they easier to use but they are also a fraction of the cost of the older style bottled dispensers.

From drinking fountains for offices, gyms, schools and factories to under-sink water dispensers for space-restricted staff rooms and homes, these modern water dispensers save office managers and home owners the hassle of forever purchasing replacement water bottles as well as providing a cost-effective and environmentally-friendly solution.

Obviously the evidence is indisputable – Bottle-less Filtered Water Dispensers are the best solution, for you, your wallet and our planet!