Оригинал

A new solution for a water-stressed world

We need to change how we use water – and we need to start today.

The future of sustainable showering.

Many of us take for granted that the water we need is there and always will be.

But as the shortages and droughts that have hit Europe this summer show, we can’t keep thinking this way.

We need to change how we use water – and we need to start today.

Our resources are being stretched by the booming world population, and alongside the impacts of the climate crisis this is making drought and water scarcity into everyday challenges for more and more communities across the globe.

In fact, almost one in three Europeans are affected by water stress in an average year.\*

And 11 out of the 17 most water-stressed countries are in the Middle East and North Africa.\*\*

In order to preserve this precious resource, water conservation and water enjoyment need to be kept in balance

A key part of the solution is making homes – and particularly bathrooms, which account for over two-thirds of daily household water use\*\*\*  – more efficient.

Here, architects, developers and builders can help by installing products designed either to use less water or rethink how we use water.

But innovative new designs are needed to get the world where it needs to be.

This new technology has been designed to create the shower experience people expect using as little fresh water as possible, providing an opportunity to enjoy guilt-free long showers.