



## **P R E S S   R E L E A S E**

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### **Safe drinking water after a disaster thanks to ThirstAid bag, from Pure Hydration**

A new safe drinking water system to help Emergency Services tackling tsunami, earthquake or flood situations.

Pure Hydration brings an innovative solution with the ThirstAid bag to quickly supply drinking water after a disaster.

The compact, easily stored water filter will be on the market from January 2009.

This unique, puncture resistant water purifier can turn any potentially contaminated water into safe drinking water – absolutely anywhere, in 15 minutes.

It is as easy as 1 – 2 – 3: you fill it, shake it, wait 15 minutes and you can drink.

After being launched last year in front of the cameras of the BBC at The Emergency Services Show 2007, it is now going to be available worldwide.

Pure Hydration Managing Director Jon Grant explains: "We had a very clear vision of what we wanted to achieve right from the start: we wanted to get fresh, safe, clean water to the people who needed it the most, when they needed it the most. The ThirstAid bag allows us to do this."

The filters are designed to kill viruses and bacteria as well as removing pathogens such as Cryptosporidium and Giardia.

The ThirstAid Bag also removes dirt, sediment, chemicals, bad tastes and odours - so the water is not only safe to drink, it tastes palatable too.

This priceless solution is highly cost effective as the filter purifies 350 Litres of water, the equivalent of 700 x 500ml plastic water bottles.

The logistics of delivering that volume of water to where it is needed means that the ThirstAid bag provides a unique solution to the problem of producing safe water.

Notes for editors:

1. The ThirstAid bag acts as a powerful water purification system, even when filled with potentially dangerous contaminated water. Using the same filtration technology of the Aquapure Traveller (also by Pure Hydration) it produces clean, clear safe drinking water anywhere in the world. Its capacity is 1.5L and its filter purifies 350L.
2. Independent laboratories have tested ThirstAid bag. Being the only portable water purifiers to be officially endorsed by the Hospital for Tropical Diseases London and being approved for use by the UK MOD, Pure Hydration's filters have been quality tested to the extreme limits and meet all criteria for EPA [Environmental Protection Agency] and NSF [National Sanitation Foundation] testing protocols for water filters and purifiers.
3. Pure Hydration, based in Farnham, United Kingdom, has its roots in a company called Thirstpoint, launched in 1993 to provide hot and cold water machines. In 1995, BW Technologies was born to look into water purification products, and was later renamed

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Pure Hydration. The company has released portable water purification products, including the 'Aquapure Traveller' and 'Aquasaks', which are used by the military.

4. Having produced its first portable filter back in 1995, the company is very experienced in creating filtration devices and their customers include the UK MOD and various aid organisations, as well as their rapidly expanding retail market.
5. In November 2008, Pure Hydration launched the Expedition Water System at The Emergency Services Show 2008. Designed for emergency use, it benefits from the same technology as the ThirstAid bag, with a greater capacity, from 10 to 30 Litres.

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