



## P R E S S   R E L E A S E

Date: 28 November 2007

### **Bags of water for emergency aid – Pure Hydration launches the Thirst Aid Bag**

Pure Hydration launches the Thirst Aid bag at the Emergency Services Show 2007. This new product, the latest in a long line of portable water purifiers, is designed solely with emergency use in mind.

The bag, which is about the same size as a hot water bottle, is capable of turning bad quality, contaminated water into fresh, clean clear water for drinking - absolutely anywhere. The filter kills viruses and bacteria as well as removing pathogens such as cryptosporidium and giardia. The Thirst Aid Bag also removes dirt, sediment, chemicals, bad tastes and odours - so the water is not only safe to drink, it tastes palatable too.

The product is extremely simple to use and does not use any moving parts such as pumps to create the filtered water, making it extremely reliable. Small and easily stored, the bag is made from Pure Hydration's unique armour weave material which makes it particularly durable and tear resistant.

Jon Grant, Managing Director of Pure Hydration, commented on his latest product:

"We had a very clear vision of what we wanted to achieve right from the start: we wanted to get fresh, clean, safe water to the people who need it the most, when they needed it the most. The Thirst aid bag allows us to do this."

**The Thirst Aid bag is launched at the Emergency Services Show 2007 at Stoneleigh Park, Coventry on 28-29 November. See Pure Hydration and its products on stand 76.**

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For further information, please contact:

Jon Grant  
Managing Director  
Tel: 08705 82000  
Email: [jon.grant@purehydration.co.uk](mailto:jon.grant@purehydration.co.uk)

Romney Pargeter  
Tel: 07973 831690  
[romney.pargeter@purehydration.co.uk](mailto:romney.pargeter@purehydration.co.uk)

Notes for editors:

- 1. The Thirst Aid 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.*
- 2. The Thirst Aid bag is highly cost effective as the filter purifies a 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 Thirst Aid Bag provides a unique solution to the problem of producing safe water.*
- 3. Being the only portable water purifier 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.*

**Pure Hydration**

BW Technologies Ltd, Abbey Business Park, Monks Walk, Farnham, Surrey, U9 8HT, UK  
Tel: 08705 820000 International: +44 (0)1252 727820 Fax: 01252 722022 Email: [sales@bwtechnologies.com](mailto:sales@bwtechnologies.com)  
[www.purehydration.co.uk](http://www.purehydration.co.uk)



4. *Pure Hydration, based in Farnham, Surrey, 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 Pure Hydration. The company has released portable water purification products, including the 'aqua pure traveller' and 'aquasaks', which are used by the military.*
5. *Having produced their 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.*
6. *To find out more about the Emergency Services Show go to:*  
[www.theemergencyservicesshow2007.com](http://www.theemergencyservicesshow2007.com)

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[www.purehydration.co.uk](http://www.purehydration.co.uk)