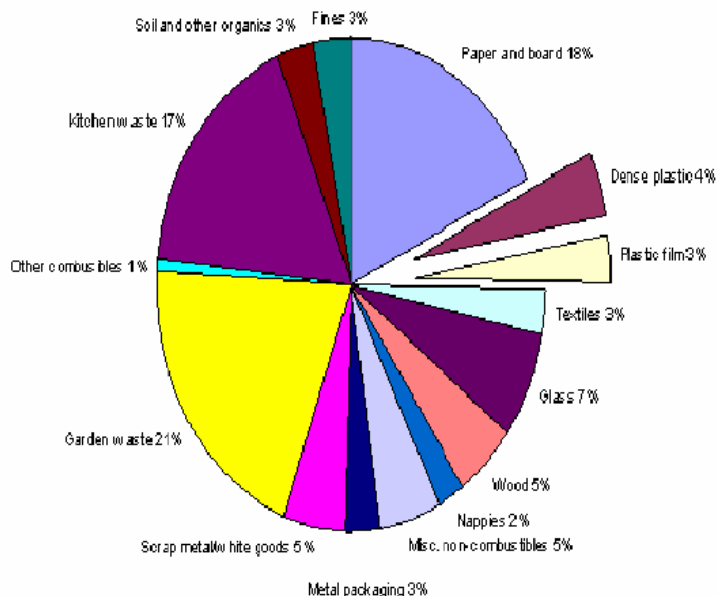


Water Filter Recycling



The pie chart above illustrates the amount of household waste that is plastic; plastic takes up an average of 7% of household waste. Each year 3 million tonnes of plastic is thrown away. The amount of plastic being recycled is rising; in the past few years the amount of plastic recycling companies has tripled. Plastic can be re-used for many things e.g. 25 two litre plastic bottles can make one fleece.

There is a growing trend in bottled water. Once used, the bottles then have to be disposed of. Most plastic bottles end up in landfills, which is using up large amounts of the world's resources. By filtering tap water, less plastic packaging is being used. Brita water filters are recyclable. The filters can be returned to Brita in batches of six. The postage is free to this address:

Brita Care Recycling
FREEPOST
NAT 17876
Bicester
OX26 4BR

Alternatively you can recycle in a range of high street stores.

For more information see below.

Links:

http://www.bpf.co.uk/bpfindustry/process_plastics_recycling.cfm

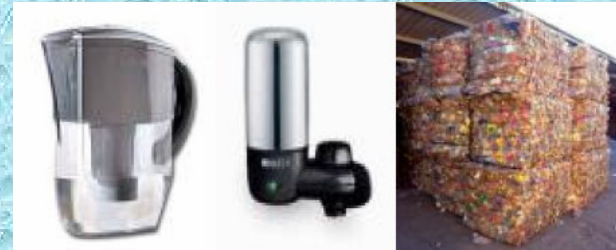
www.wasteonline.org.uk



Brita Filters

Bottled water tends to be imported from Europe. This means fuel is being used for transport. Filtering tap water will save fuel as less bottled water will be imported.

Water Filter Recycling



BRITA WATER FILTERS

A message from Brita

Here at BRITA we do take our responsibility to environmental issues very seriously and in line with growing consumer demand for greener living, BRITA has launched a new in store recycling scheme. Recycling bins are now situated in a range of high street stores such as Robert Dyas, Argos and Cargo. Other major retailer collection points will be following soon.

The BRITA branded bins will be located next to the existing water filter category in store. Customers can recycle any BRITA consumer product filter cartridge, including those for the new BRITA water filter taps.

For further information regarding this scheme please contact the BRITACare department on 0844 742 4800.

