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## **WATER, INC., LAUNCHES THE BODY GLOVE PORTABLE WATER FILTER BOTTLE- THE ULTIMATE GREEN DRINKING WATER OPTION WHILE ON THE GO!**

*The international water appliance distributor, Water, Inc., has developed an advanced portable filter bottle that individually replaces over 375 plastic bottles from landfills and waterways!*

Carson, CA – A partnership between Water Inc., and water sports giant Body Glove International has resulted in the release of the environmentally-friendly Body Glove Water Filters and a concerted effort to encourage consumers to use filtered instead of bottled water. Following the wake of a completely redesigned under-counter water filter line, the international distributor has delivered another exciting filter product. In an ongoing effort to replace the aging Everpure water filter line, of which Water, Inc. was a Master Distributor for over thirty years, the portable filter bottle represents one more option to consumers who are looking for technologically advanced and green water filters.

Following many years of limited green technology, the environmentally-friendly water filter products are a welcome alternative for like-minded consumers who value green-focused businesses. “Consumers expect more from companies today than just a working product,” commented Major Avignon, president and founder of Water, Inc. “The portable filter bottle eliminates the need to purchase bottled water when away from the home or office, we’re very excited about this green addition to the Body Glove filter line.” With each filter bottle sold, Water, Inc., contributes financial support to The Surfrider Foundation in an effort to keep both surf and waterways clean.

Green tech has always been a cornerstone of the circa-1977 Carson-based business. Water conservation and recycling programs are a core factor of product development and distribution. The Body Glove under-counter filter systems, manufactured by 3M, have been engineered from the ground floor as a recyclable filter product. Each year, when a Body Glove filter is replaced, Water, Inc., upon request, provides a filter recycling kit that allows the filter to be responsibly recycled rather than polluting our crowded landfills. The very nature of the 3M manufactured product line allows for green recycling, whereas older filter technologies, such as those with fused aluminum and plastic compositions cannot be feasibly recycled.

The new 18 oz. water filter bottles are made from a reusable and recyclable BPA-free #4 plastic sports bottle. Of special note however, is the filter technology. A step above typical water filters, the Body Glove filter removes up to 99.99% of water-borne contaminants. “You can drink water from a variety of sources with complete confidence – the tap, rivers, streams, ponds or creeks; anything but salt,” commented Richard Tarantino, Executive Vice President for Water, Inc. “The proprietary Ionic Adsorption Micron Filter, the key to the filtration system, has been tested extensively by Independent Government laboratories in the US and throughout the world to strict EPA/ANSI protocols and NSF Standards 42 and 53.” Whether traveling, vacationing or camping, the portable filter bottle is a great way to eliminate the need of costly plastic water bottles.

### About Water, Inc.:

**Water, Inc.,** is a premier worldwide distributor of high-end water filtration systems and luxury water products for the home and office, including the 3M manufactured, eco-friendly **Body Glove** brand distributed through a network of over 2,500 dealers and distributors worldwide. Since 1977, Water, Inc., has delivered premium service and products to the Kitchen and Bath, Plumbing Wholesale and appliance markets. For more information and updates, please visit [www.waterinc.com](http://www.waterinc.com) or call 1-800-322-WATER (9283).