



The obligation for universities to address their corporate social responsibility is a challenge that The University of East Anglia has risen to – and it is reaping the rewards. As part of an extensive review of sustainability issues, the internationally renowned university has recently installed an Eco Pure Waters water filtration system in order to produce its own environmentally friendly and cost-effective filtered water.

EcoPure Waters has been a leading supplier of on-site water filtration systems for almost 20 years. EcoPure Waters' seven-stage water filtration system connects to the water mains, providing unlimited freshly filtered and chilled still and sparkling water on demand, with a purity of taste and clarity that is unmatched.

“It was an easy win in my opinion”, says Paul Coleman, Head of Food Services at The University of East Anglia. “The university is very keen to look at ways in which we can reduce our carbon footprint – particularly by reducing the amount of packaging that goes into landfills. Previously, we were buying in plastic or glass bottles for our direct hospitality catering and functions, creating a high level of waste. Now we don't buy in any at all.”

The University of East Anglia is not the only institution to see the environmental benefits. In the UK alone, EcoPure Waters' systems are saving in excess of 10 million single trip bottles a year. Furthermore, by removing the need to order, transport, store and dispose of bulk bought bottled water, the EcoPure Waters filtration system and multi-use recycled glass bottles are 580% less environmentally damaging than bottled waters.

Another major draw for Coleman was the look and feel of the glass bottles that accompany the Eco Pure Waters filtration system. “They look so much better than a plastic bottle,” he says. “Eco Pure has branded them with our university shield and people absolutely love them; we've had such a positive response. We have spent some

time explaining to people the process behind the bottles – that the water is purified water, not tap water. The reaction has been great; the university population really ‘get’ what we are doing.”

Coleman continues: “My only concern was ease of use. However, there have been no problems at all. Our staff fill up what they need for a particular event, which can be up to 70 bottles at a time, and that’s it. We have stocked enough bottles so that we only have to wash them once a day. We put them in the dishwasher first thing in the morning, then they are good to go. No issue at all.”

But, all importantly, what about the bottom line? “The results speak for themselves” says Coleman. “The system was implemented in June and we have already seen major cost savings. We estimate that we will be saving in the region of £20,000 a year. It’s fantastic.”

For further information on how EcoPure Waters can help save you money and reduce your environmental impact, please contact Karen Cripps, Business Development Manager on k.cripps@ecopurewaters.com or 01844 290 088.