

Desperate Housewives design run-away success – DroughtBuster New product beats the hosepipe ban and drought order

In less than 3 months friends Antonia Lord and Louise Angus have designed, built and sold a water recycling product that allows people to legally use their hosepipes to recycle bathwater during the hosepipe ban.

Starting with nothing but a desperate need - how to save their gardens during the drought, Antonia and Louise have built a booming business. Their drought busting pump is now available nationwide.

They were inspired by the ecological benefits of water recycling, and the waste of putting bath water down the drain when their gardens were parched.

"I knew it was going to be a success when we sold 200 DroughtBusters via the website in our first week with no publicity", said Antonia Lord who is responsible for the product design. "We have had a fantastic response from our customers who all love the fact it is so simple and easy to use. Because DroughtBuster recycles used water they can use a hosepipe even under a Drought Order."

"I use DroughtBuster every day to pump my daughter's bathwater into her paddling pool and then use the same water at night to water my plants." said Louise Angus, ex MTV Sales Director, now mother of one. "It's wonderful to be able to help our customers who no longer have to struggle up and down stairs with buckets."

"If everyone used one, we might not have the drought we have today", says Louise Angus "At the rate we are selling them, we might even shorten the hosepipe ban."

DroughtBuster allows anyone to move water easily between the bath and the garden or a water butt. Start it with no more than a few easy squeezes of the hand pump and then atmospheric pressure takes over and completes the job.

DroughtBuster costs £19.99 including P&P and is available from the company's website www.droughtbuster.co.uk or by sending a cheque to 20 Riverview Gardens, London SW13 8QY.

For further information or interviews call:

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DroughtBuster

Notes for Editors:

The hosepipe ban

- 13 million people in the UK are currently subject to a hosepipe ban or Drought Order.
- The south of England is currently experiencing the driest period since 1933.
- The following water company areas have been subject to a hosepipe ban since 3 April 2006: Southern Water, Thames Water, South East Water, Three Valleys Water, Mid Kent Water, Folkestone and Dover. Many of these have now applied for a Drought Order with Sutton and East Surrey being the first to apply it.

Grey water

- Grey water is the term used for waste water from baths, showers, washing machines and washing up that would normally go down the drain
- There is a long established history of using grey water for watering plants. In many countries, especially in North America and Australia, it is a regular occurrence.

Water going down the drain

- A typical bath uses about 88 litres of water.
- It is estimated that some 80% of showers in main bathrooms are installed over baths (13.5m households). If you put the plug in, a normal shower will yield about 30 litres of water.

Protection

- DroughtBuster is protected by a patent application and by trademarks
- DEFRA have confirmed the DroughtBuster can be used under a drought order to move recycled water

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