

thirst amendment

EVERY PASSENGER HAS THE RIGHT TO CLEAN POTABLE WATER, INSISTS INTERNATIONAL WATER GUARD, A LEADING PROVIDER OF AIRCRAFT WATER TREATMENT SYSTEMS

It's still not wise to use the water on aircraft. While the results of recent onboard water testing show improvement, the US Environmental Protection Agency's new requirements issued last month fall short of insisting that commercial airlines provide the best available solutions so that every member of the air-travelling public is assured of safe, clean potable water.

"While we applaud the strides made by the airlines in cleaning up their onboard water supplies, it's a shame that the EPA's new study and resulting regulations are still treating only the symptoms and not insisting on a 'cure' for the problem," says David C. Fox, president and CEO of International Water-Guard.

CUSTOMER EXPERIENCE For Fox and his colleagues in the aircraft water treatment business, every passenger should be entitled to clean, potable water and not have to just hope that the liquid in the serving jug is okay. "For all levels of cabin service, having the best customer experience for the price point is the hot button in the industry these days," Fox points out.



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"People travelling are not satisfied with limited options. They are demanding telephone and internet connectivity, a wide choice of in-flight entertainment, all the comforts and even luxury. But above all they expect that the basics – clean food, water and air – will be provided. And consumers know that water on an aircraft is an iffy proposition today. The first commercial airline that guarantees clean water at every source for every customer through an onboard system will lead the market," he continues. "That airline will set the standard and will be able to brand itself as the airline that cares about its passengers above and beyond all others. Right now, that airline does not exist."

IWG's water treatment units, found on most large business jets and VIP aircraft, use ultraviolet radiation to disinfect bacteria, viruses and other potentially deadly organisms in aircraft water supplies. "By installing units at key locations – water tank exit, galleys and lavatories – every time a passenger turns on a tap, out comes clean, pure, water," Fox explains. "Isn't that what we all want?"

In the VIP and corporate aviation world, owners routinely jet around in beautifully designed, superbly engineered and luxuriously appointed private aircraft, and the water on those aircraft is almost certainly clean, safe and drinkable. "Those people have invested in a guaranteed supply of fresh, potable water no matter where they are in the world," he continues. "And it does matter 'where in the world' an aircraft is, given that not all municipal water sources in every country are maintained to the highest standards. But on commercial aircraft, there is no guarantee for passengers or crew," he pointed out. "That's why there are those signs in the washrooms telling you not to drink the water."

UNCOMFORTABLE READING The original whistle-blower for the crisis in aircraft water standards was *The Wall Street Journal* whose random, covert tests on 14 different flights in 2002 blew the lid off the problem. The EPA's first industry-wide study was published in 2004. *The Wall Street Journal* article revealed "contamination was the rule, not the exception: almost all of the

01. IWG believes every passenger has the right to expect clean potable water when flying
02. The IWG-A6 water treatment unit



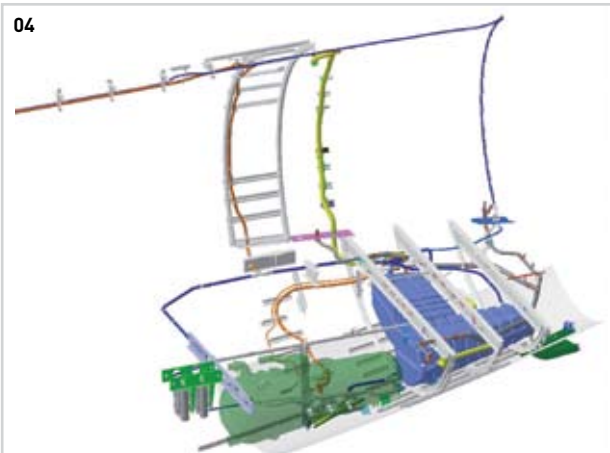
THE FIRST COMMERCIAL AIRLINE THAT GUARANTEES CLEAN WATER AT EVERY SOURCE FOR EVERY CUSTOMER THROUGH AN ONBOARD SYSTEM WILL LEAD THE MARKET



03. IWG A4 water treatment units being inspected
04. Layout of an IWG circulating water system on a VIP airliner

bacteria levels were tens, sometimes hundreds of times above US government limits.” The independent laboratory that tested the samples obtained by *The Wall Street Journal* stated: “This water is not potable by any means.”

The EPA’s own 2004-2005 studies showed one in six airliners failed to meet safety standards. Health Canada’s 2006 tests showed over 15% of aircraft water systems contained bacteria –



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The IWG solution

- IWG’s water treatment units feature ultraviolet radiation to eliminate bacteria, viruses and unwanted organisms
- The units treat water without using chemicals
- The units are placed at tank exits and at points of use such as galleys and lavatories
- Some units feature filtration, which removes particulates and improves taste and odour
- Special IWG water treatment systems, such as the circulating potable water system (C-PWS) feature water pumps and conformal, unpressurised tanks to save space
- IWG systems are freeze-proof in flight, provide consistent water pressure and increased water capacity
- All IWG products are flight-qualified and certified

again about one in six of the aircraft in service.

“The recently-released 2009 EPA rulemaking shows improvement,” notes Fox. “Now it is about 4% carrying questionable water, but with some 7,000 aircraft flying in the USA on any given day, that’s still about 300 aircraft with suspect water and of that group, a dozen or so have tested positive for E. coli. This is still unacceptable.”

The new EPA regulations for aircraft whose water supplies fail standard quarterly testing remain lenient, Fox argues. “Airlines have 72 hours in which to treat, flush or disinfect a contaminated system and during that time, the aircraft can still be in the air carrying passengers,” he explains. “Would you want to use the water on that aircraft?”

“Of course it is the job of the EPA and other health and safety agencies to set minimum standards that are not an

unreasonable burden for the industry to meet,” he continues. “But minimum standards do not guarantee that passengers have access to treated water, which in my mind is a denial of a very basic need, and for which a reasonable solution is already available.”

BRAND ADVANTAGE Fox suggests that airlines look at clean, potable water for all customers and crew as a service – not just another routine task for the maintenance crew. “The benefits to the brand are clear,” he says. “With an increasingly savvy and demanding flying public, an increased emphasis on customer service in all sectors and a heightened consciousness about health globally, it would be a very smart move for an airline to install active, onboard water treatment systems.”

After all, everyone is entitled to a clean glass of water – not just the VIPs. ☒

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