

PRESS RELEASE - PRESS RELEASE - PRESS RELEASE - PRESS RELEASE -

PRESS RELEASE - PRESS RELEASE - PRESS RELEASE - PRESS RELEASE -

LIFESAVER bottle – Removing The Need For Shipping Bottled Water To Soldiers In The Field!

LIFESAVER
systems

LIFESAVER systems
Ipswich, Suffolk, UK



National Army Museum, 11th March 10.00am /LIFESAVER systems/ - a personal water filter bottle weighing only 635g which can remove all waterborne pathogens from any water source instantly without the use of foul tasting chemicals like iodine or chlorine. Each cartridge filters up to 6000 litres. At the moment, often in exhausting heat conditions, the soldiers have to carry their own daily requirement of water to avoid dehydration. Using LIFESAVER bottle, water can now be scavenged and purified safely at the point of use.

LIFESAVER systems will be demonstrating their innovative, award winning LIFESAVER bottle in the Modern Armour Gallery, The National Army Museum, Royal Hospital Road, Chelsea, London SW3 4HT at the Future Soldier event for Science & Engineering Week, 11th March 10.00am

LIFESAVER bottle was voted 'Best Technological Development for Future Soldier System Enhancement' by Soldier Technology 2007, the world's premier soldier modernisation forum. (<http://www.soldiertechology.com>)

LIFESAVER bottle will revolutionise the battle space, reduce carried weight for the soldier, and lessen the traditional logistical demands of drinking water faced by militaries around the world. Mark Richter, Programme Manager, MERS, Marine Corps Systems Command, Quantico VA said:



'The Lifesaver bottle is an innovative water purification device that can remove debris, bacteria and viruses from water utilizing a unique membrane filtration system. With a 15 nanometre diameter filtration, it effectively creates fresh water instantly and safely for a soldier or marine. Water is weight! The LIFESAVER bottle provides water scavenging capability and fulfils a critical need of sustainability on the battlefield.'

Water is weight! Delivering bottled water even short distances is time consuming and expensive and is an unnecessarily damaging contributor to global warming. It requires long logistic chains to maintain supplies. LIFESAVER bottle lowers the overall cost of response as in many cases no bottled water will be required. Less medicine, staff and transportation are needed and no landfill sites have to be created to dispose of the millions of waste plastic bottles.

LIFESAVER bottle test results from the London School of Hygiene and Tropical Medicine concluded;

"Under the conditions of testing in our laboratory as shown in this report, our results show that the 'Lifesaver bottle' removed all bacteria and viruses from a contaminated water source in excess of legal requirements and as such, complies with all British, US and European Drinking Water Regulations for Microbiological Reduction." London School of Hygiene and Tropical Medicine - Dec 2007

LIFESAVER bottle incorporates FAILSAFE technology which, when the cartridge has expired (capacity of up to 6000 Litres or 1600 US gallons), shuts the system off protecting the user from contamination. The novel design has won several awards and is protected by a number of UK and International patent applications. LIFESAVER bottle is aimed at military, humanitarian aid, emergency preparedness, civil contingency and outdoor consumer markets around the world.

Background - LIFESAVER systems

LIFESAVER bottle was invented and developed in the UK by Michael W. Pritchard M.W.M.Soc, the CEO of LIFESAVER systems. He developed LIFESAVER bottle after seeing the tragic waste of life and serious problems caused by the lack of safe drinking water in the wake of the Tsunami in December 2004 and the following year when Hurricane Katrina hit Louisiana. It took a little while and some very frustrating prototypes but eventually he did it.

Michael Pritchard was born in Epsom, Surrey UK in 1967. He was educated at Gordonstoun School in Scotland and went to the University of Redlands in California USA. At the age of 18 he competed at international level for England winning a gold medal as part of the 4x100 metre relay team.

Michael started his business career selling Apple computers into the then fledgling desktop publishing market. He remained within the computer industry for approximately 10 years. He worked in the city as Business Development Director for the Wace Group PLC and then in 1998 co-founded ZagMe.com a mobile marketing company.

In 2000 Michael started his own business. As well as owning a successful property business Michael is also Managing Director of Hydronic Solutions (Europe) Ltd a specialist water treatment and legionella risk assessment company.

For further information please contact LIFESAVER systems at:

LIFESAVER systems	Tel: +44 (0)1473 252831
The Old Bakery	Fax: +44 (0)1473 232656
7 Tuddenham Avenue	E-mail: info@lifesaversystems.com
Ipswich IP4 2HE	Web: www.lifesaversystems.com
United Kingdom	www.lifesaverbottle.com

Google search 'lifesaver bottle'

The Full London School of Hygiene and Tropical Medicine
Report is available here:
<http://www.lifesaversystems.com/LSHTM.pdf>

Further information, videos and images are available on line here:
<http://www.lifesaversystems.com/press.html>