



PRESS RELEASE FOR IMMEDIATE DISTRIBUTION

## Boutique Caribbean Hotelier leads the way in Water Smart Initiatives

**London, UK March 19, 2019:** As World Water Day approaches this Friday and countries contemplate the seriousness of water scarcity [Water Saving Hub](#) which specialises in water efficiency solutions to the Caribbean, is proud to announce its first successful water saving project on the island of Barbados.

In a joint cooperative effort with boutique hotel Shades of Barbados, located on the island's west coast, Water Saving Hub was challenged to manage the hotel's water usage and wastage and effectively reduce the hotel's high water bills while also contributing to the sustainability of the island's resources.

Water Saving Hub supplied Shades of Barbados with a range of water saving devices called Volumisers across all taps in each of their seven apartments with extraordinary results. Not only did the hotel decrease their water usage by over 50% - a comparison of their 2017 and 2018 bills showed a 50% water saving usage once the volumisers were fitted - in six months, Shades of Barbados would recoup the initial final outlay of volumisers and continue to make a saving on their water bills.

Errol McCollins, Managing Director of Shades, said, "We started Shades of Barbados with the vision of creating an oasis that tourists could experience which felt like a home away from home. Barbados, like most of the Caribbean region, is highly dependent upon Tourism; therefore we have to find ways of adopting sustainable practices. Water Saving Hub is assisting in sustaining the longevity of Tourism with water smart solutions so ingenious they will lead the way in creating a water smart Caribbean."<sup>1</sup>

Jackie Michael, Founder of Water Saving Hub, said, "It is a fact that a sustainable supply of water is a major challenge across developing countries with Barbados ranked 15th in terms of its water scarcity. This water scarcity soon affects hotels, restaurants and attractions, all key to maintaining tourism levels. We are confident that the results from Shades of Barbados will encourage other hoteliers on the island and across the region to come on board."

Jackie Michael continues, "As World Water Day has taught us since its inauguration in 1993, it is that Water is the key to life, and that every drop counts. We therefore support the UN's Panel in advocating for evidence-based policies and innovative approaches at the global, national and local level to make water management and water and sanitation services attractive for investment and more disaster-resilient."

Manufactured in Europe, the water-saving volumiser technology offers a new era in delivering just the right amount of water when showering and handwashing. The devices are easily fitted onto most

---

<sup>1</sup> Full Case Study available



modern taps and showers, hot and cold including mixers, saving over 70% of the water used from that tap. In technical terms, the volumisers reduce average flow from an average of 6-10 litres per minute down to 1.7 litres per minute.

The current range of water saving products for the Caribbean includes 1.7 L/min and 4.0 L/min Single Volumisers, Fixed Rainfall and ECOlour Shower Heads and Utility Wash Taps.<sup>2</sup>

#### EDITOR'S NOTES

[Water Saving Hub](#) gained the sole distribution contract to the Caribbean region to provide innovative solutions to help customers save water, reduce overall water consumption, decrease wastage and save money, creating a resilient Caribbean infrastructure. With the region ranked amongst the countries with extremely high levels of baseline water stress<sup>3</sup>, Water Saving Hub aims to work alongside companies, consumers, schools and businesses throughout the Caribbean to supply and educate communities to see water as a valuable commodity. Its mission is to create a water smart Caribbean adhering to the UN's Sustainable Development Goals (SDGs) and in particular SDG6.

Visit us at [watersavinghub.com](http://watersavinghub.com) or follow Water Saving Hub on [Twitter](#) and [Facebook](#).

#### For Press Information:

Zarina McCulloch  
Water Saving Hub  
Tel: +44 (0)20 8203 5011 | +44 (0) 7956410278  
Email: [Zarina@watersavinghub.com](mailto:Zarina@watersavinghub.com)

#### For product information and to book a demonstration:

Contact: [sales@watersavinghub.com](mailto:sales@watersavinghub.com)



Water Saving Hub is supporting  
World Water Day

---

<sup>2</sup> Full product sheets are available

<sup>3</sup> Source World Resource Institute Aqueduct