

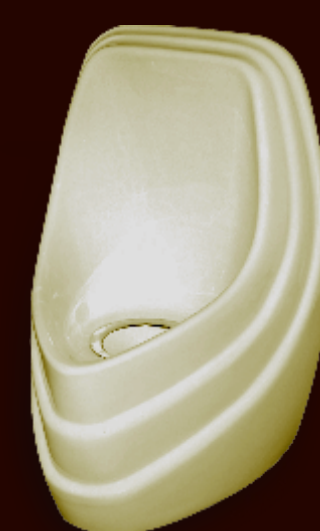


Waterless...

Not so far in the future, there will be a time when water will become costlier than oil, in a world riddled by water wars, controlled by stringent water laws and stressed by severe water taxes.

Let's not wait for this disaster. Let's use our most precious resource respectfully, cautiously and judiciously.

Let's become waterless...
...By choice.



Introducing the waterless urinal

The waterless urinal saves up to 11000 litres of water per individual. Already in use at the ITC Green Centre, the waterless urinal is another step in our commitment to sustainable solutions for a greener tomorrow.



Every drop saved today, is a step away from a waterless tomorrow.