



Slashing Waste with Two Green Businesses – Stylish, Cutting Edge Water Filtration

Posted on Wednesday, June 13, 2012 By [Maryruth Belsey Priebe](#)

[Tweet](#)



We know that water is a serious environmental and social issue. The following two green enterprises are looking to tackle the problem of water-related waste, with a social justice twist. These green businesses have created products that help reduce plastic water bottle and filtration-related waste so that you can drink more eco-responsibly, and both give back by donating a portion of their profits to nonprofits to spread the love.

Hydros Movement to Fight the Global Water Crisis

Related Articles

Air Sampling Products

Pumps, Cassettes, Calibrators Test Kits, Agar Plates & More



[Join Our Mailing List](#)

Discover Sustainable Branding Secrets to Attracting a Fanbase of Customers Who Love & Promote Your Business

Americans spent \$15 billion last year on bottled water, but Hydros hopes to save consumers money and tackle the plastic bottle waste problem with their Filtering Water Bottle. Using a built-in water filter, you can get 450 gallons of filtered water for the price of a single bottle of water, and for every Hydros Filter, Americans keep 200 plastic water bottles from landfills.



The simple filtration concept starts by filling the bottle through the side port (the only bottle like it in the world!) at the tap, a water fountain, or any other potable water source. You then close the top and take it with you. The water is filtered quickly and easily as it enters into the bottle - so unlike other filter water bottle models, this one requires no squeezing or sucking to draw the water through the filter. This 100% Made in America bottle comes in five colors and has a fun twist cap for spill-free, but easy-access drinking on the go. The Hydros Filter Reclamation Program allows you to ensure your spent filter is recycled properly rather than ending up in a landfill. You can either recycle your filter at participating retail locations, or mail your filters to Hydros in Philadelphia.

http://www.youtube.com/watch?feature=player_embedded&v=AlhGuDCNWhY

The Hydros bottle boasts many health and environmental benefits: it's BPA-free and phthalate-free, made in America, and removes off flavors using an activated carbon filtration system. It also includes the ANSI/NSF standard 42 water filter to reduce chlorine, chloramine, and particles. And it prevents the build-up of microbial contaminants using a natural, anti-microbial filter. It is also durable and dishwasher safe so it's easy to clean and will last for years to come.



Perhaps best of all is that \$1 from every purchase goes to supporting sustainable water infrastructure projects in developing countries through Engineers Without Borders.

The Only Compostable Water Filter - Kishu Natural Charcoal Filtration

The Japanese have been filtering their water using a unique

Who Love & Promote Your Business

A spiral-bound notebook titled 'The Sustainable Branding Kit' with a green cover. Next to it are two circular stickers with similar branding, one showing a recycling symbol and another a leaf symbol.

Join our email list & get
**7 Days of Powerful Marketing Tips
PLUS the Sustainable Branding Kit
as a FREE GIFT**

Your Best Email

Get it Now

Coaching Programs for Entrepreneurs



form of charcoal for centuries, and Kishu is now bringing the concept to the masses with their compostable water filtration system. The technique of creating the charcoal for this type of water filtration involves taking branches from holm oak trees that grow exclusively in Japanese Wakayama forests and slowly firing them in traditional kilns for several days. What results is a single piece of charcoal that usually lasts up to six months. And when it's exhausted, the charcoal can simply be composted.



Extensively tested at the Colorado State University in their Soil, Water and Plant Testing Lab, the Kishu system has been shown to absorb toxins such as lead, mercury, chlorine, cadmium, and copper. And when you purchase a Kishu water filter, 2% of the profits are donated to globalgiving.org, helping to spread the social goodness.

Both of these businesses recently were named in the GreenDeals.org [Top 6 Green Businesses list](#) for 2012.



Green Marketing TV Readers Choices



Subscribe to Green Marketing TV

Recent Posts



- **Three Green Businesses Transforming Food Production and Waste**
- **Water.org: Bringing Clean Water To the World**
- **How to Start a Grey Water Recycling Systems Installation Business**
- **Eco-Friendly Reusable Water Bottles Save the Planet and Your Health**

Connect With Us!



About Green Marketing TV

- **LifeStraw Makes Dirty Water Drinkable, Anywhere**



Green Marketing TV a business blog for green and social entrepreneurs - entrepreneurs who care about people, profits, and the planet.

Our mission is to provide socially responsible entrepreneurs with marketing strategies, tips and tools that help them grow their small to medium sized businesses. We offer insightful entrepreneur interviews, news coverage of inspiring organizations, actionable marketing advice, and useful guides on how to start and grow a triple bottom line business, without going crazy.

This post was written by:



Maryruth Belsey Priebe

Maryruth has been seeking the keys to environmental justice - both at home and at work - for over a decade. Growing up adjacent to wild spaces, Maryruth developed a healthy respect (and whimsical appreciation) for things non-human, but her practical mind constantly draws her down to earth to ponder tangible solutions to complex eco-problems.

With interests that range from green living to green business, sustainable building designs to organic gardening practices, ecosystem restoration to environmental health, Maryruth has been exploring and writing about earth-matters for most of her life. Of special interest is the subject of ecopsychology and the role the natural world plays in the long-term health and well-being of humanity. You can learn more about Maryruth's work at www.JadeCreative.ca.

Follow Us On Twitter

A Shout Out To Our Friends

You will rock our world!

Get Featured on Green Marketing TV

Advertise Here

Enjoy this post?

Use the social buttons below to add it on your favorite social sites or send it via email. Also, subscribe to posts via RSS or by email to get the latest on blogging tips, social media, and other information for successful bloggers.

[Tweet](#)



Tags

[advertising](#) [blogging](#) [business plan](#) [crowdfunding](#) [crowdsourcing](#) [design](#) [ecommerce](#) [Facebook](#) [funding](#) [geolocation](#) [marketing](#) [going green](#) [green business ideas](#) [green certification](#) [green consumers](#) [green entrepreneur](#) [green jobs](#) [greenwashing](#) [interview](#) [marketing plan](#) [organic](#) [SEO](#) [social networking](#) [startup tools](#) [Twitter](#) [women entrepreneurs](#)

Are You an Aspiring Green Entrepreneur?

Get **PROFITABLE** green business ideas emailed directly to you for **FREE**, plus tips on how to launch a successful change making business.

Jumpstart your business with the Green Startup Action Plan – our **FREE** gift to you. To Your Success!

Enter Your Name

Enter Your Email

SIGN ME UP FREE

The Green Business Entrepreneurs Success Summit



Dear Readers,

You are invited to the Green Business Entrepreneurs Success Summit - a virtual, week long, **alternative Green MBA** designed to take you through the stages of green entrepreneurship, while providing you with practical strategies, tactics, and tools to

succeed.

Whether you are an aspiring green entrepreneur or have a sustainable business you want to take to the next level, you will get valuable information just by attending this event series.

You'll discover how these fascinating people came up with brilliant ideas, and against all odds, succeeded at **creating successful sustainable businesses and social enterprises** that are transforming the world.

[Click Here to Attend this FREE Event](#)

Comments

Jeremiah Ozment says:

Thursday, June 14, 2012 at 10:34 am



Hey Maryruth!

I am blogger & SEO consultant. But really very fond of Wild life, Last month I was on a tour to Masai mara, and in those 20 days i had the good fortune of visiting Kenya, Tanzania, Uganda! it was an experience going to these countries, I purposely avoided the big cities,

i went inside..

I was amazed to see the rich cultural heritage they have, In-spite of having one of the biggest lakes, Lake Victoria nearby, they have a real problem of drinking water.

I am trying to start a page on the pure drinking water fro the region, I am sure this Hydros Movement is going to be a very interesting and workable solution that we can help to offer them. I dont plan to collect money for them, just to create an awareness, I am sure it will help.. What do you think?

Stephen Ross says:

Monday, June 18, 2012 at 9:47 am



Making sure that every person on Earth has access to clean, potable water will be one of the more important social issues of the 21st century. Since many places in lesser-developed countries, especially in Africa, do not have easy access to a clean water source, making filtration and transportation more potable is very important. The ability to simply pour water into a bottle and for the impurities to be filtered out is ground-breaking, and opens the door for many others to drink clean water.

Darin Spears says:

Tuesday, June 19, 2012 at 9:26 pm



I think I agree with Stephen, there is a huge amount of awareness needed and moreover the money that is being sent to those countries is going via diplomatic channels, hence on the way the money is being badly used and lost. So the proper awareness is seriously needed!

david dawson says:

Saturday, July 7, 2012 at 10:30 pm



Is there any indication of the cost per unit of these? It would be an interesting prospect of using it as a promotional item and printing sponsors logos on them.

Are they available in the UK?

Speak Your Mind

Name *

Email *

Website

Post Comment

Notify me of followup comments via e-mail

Advertise Here

CATEGORIES

[Entrepreneurs for A Change Podcast](#)

[Go Green](#)

[Green Branding](#)

[Green Building](#)

[Green Business](#)

[Green Business Opportunities](#)

[Green Careers](#)

[Green Marketing](#)

[Green Videos & Podcasts](#)

[Social Branding](#)

[Social Marketing](#)

[Tutorials](#)

[Green Entrepreneurs](#)

[Green Products](#)

[Nonprofit Innovators](#)

[Social Change](#)

[Social Media](#)

[Green Home Business](#)

[Green Tech](#)

[Recycling](#)

[Social Entrepreneurs](#)

[Solar Business](#)

© 2011 Green Marketing TV All Rights Reserved



Tweet



t