LIFESAVER® systems ltd launches new LIFESAVER® cube for Retail Sale with Buy one get one Free

Colchester, 31st January 2014, LIFESAVER® systems ltd is proud to launch its proven LIFESAVER® cube™ for retail sale to consumers. Offering up to 5000 litres of water filtration, the LIFESAVER® cube™ is a compact device perfect for home and leisure use for the whole family.

The LIFESAVER® cube™ has been used in humanitarian disaster zones for the last 12 months, offering instant access to safe clean drinking water, with the ability to be deployed rapidly to disaster zones. Following its success it has now been launched into the retail market as a solution to those at home with compromised tap water or those needing access to water whilst out camping, hiking, walking, boating and enjoying time in their motor homes and caravans.

LIFESAVER® systems is proud to be launching the cube™ with the key message of 'Buy One Gift One,' ensuring that for every cube™ purchased, one is gifted by LIFESAVER® to a family in need of clean drinking water. Ashton Hunt, MD of LIFESAVER® commented: 'This is chance for all of us to unite, and support those who do not have access to a clean, safe water supply. By gifting a cube™ for every one purchased, it enables you directly to help a family and give the gift of water.'

The LIFESAVER® cube™ is simple to use and is designed to sit next to your sink or fit perfectly into your fridge. With the help of the activated carbon inserts, the LIFESAVER® cube™ can actively filter chemicals, heavy metals and reduce lime-scale and chlorine in the water – giving the water a great taste.

The LIFESAVER® cube™ is the latest product in the LIFESAVER® family, and is a great accessory for the home. Able to offer a family of 4, clean, filtered water for over a year, it rivals leading brands by not only offering great tasting water but by incorporating the LIFESAVER® patented technology to remove all bacteria, viruses, dirt, cysts and waterborne pathogens it will produce clean sterile water.

Ashton Hunt, MD of LIFESAVER® commented: 'We are really excited to be launching the LIFESAVER® cube™ into the retail market, allowing consumers to not only have a safe means to access water in their household, but with a great product that is compact enough to fit in a fridge or cupboard in the home or outdoors. The product is now live to purchase directly through our website, and we hope you enjoy using another great LIFESAVER® product with your family.'

The LIFESAVER® cube™ has now gone on sale on the LIFESAVER® website at www.lifesaversystems.com and retails for £124.99.

****

- The LIFESAVER® cube™ uses the globally patented technology of LIFESAVER® able to remove all bacteria, viruses, cysts, parasites, fungi and all other microbiological waterborne pathogens without the aid of any foul tasting chemicals like iodine or chlorine or the need for any power or UV light
- The LIFESAVER® cube™ holds 5 litres of water at any one time and offers up to 5000 litres of filtration – enough for constant water for a family of 4-5 for a whole year
- The LIFESAVER® cube™ has been developed in conjunction with OXFAM and used in humanitarian disaster zones such as the Philippines and Mexico in 2013
- Video's highlighting the use of the LIFESAVER® cube™ and the other LIFESAVER® products can be found here:- http://www.lifesaversystems.com/press-media/videos