

Information sheet

Showersave product



What is it and how does it work?

The Showersave is an easy-to-fit attachment that is fitted to your existing shower head and minimises the water flow rate, saving water. The flow rate through the showerhead is capped at six litres per minute, whereas some power showers can use up to 20 litres per minute – which makes them less water efficient than taking a bath.

What are the benefits to the customer?

Showersave can save a typical family of four up to £97 per year on metered water and reduce annual water consumption by almost 22,000 litres. By saving on hot water, customers can also reduce their energy bills as they won't be paying as much to heat water.



Showersave



Assignment

Using the above information about Thames Water's Showersave product, create a promotional campaign plan for the item, selecting elements from the promotional mix and explaining the rationale behind the selections you have made.

