

The background of the entire image is a soft, light blue gradient. In the lower half, there are two water droplets. One is in the foreground, slightly to the right of the center, and it is in the process of hitting the water surface, creating a series of concentric ripples. The second droplet is positioned just behind and to the right of the first one, appearing to be in mid-air or just about to land. The overall aesthetic is clean, fresh, and serene, emphasizing the theme of water.

drop
of life

delivering safe

water
to the world



“ An adequate supply
of **clean water**, **sanitation** and **hygiene**
are the most important preconditions
for sustaining human life,
for maintaining ecological systems
that support all life and for
achieving sustainable development. ”

—African Ministerial Declaration
at the International Conference on Freshwater,
December 2001



Water is essential for life itself. Today, 1.2 billion people lack access to safe drinking water and twice that many lack adequate sanitation. As a result, 2.5 million people — mostly children — die each year from diarrheal diseases.

The United Nations Millennium Summit calls for reducing by half the proportion of people without access to safe water by 2015. The global needs are great. In the U.S. alone, water and wastewater systems will have to invest billions of dollars more each year to meet national environmental and public health priorities, and to replace aging and failing infrastructure.

Fortunately, the products of chlorine chemistry — chlorine disinfectants and PVC pipes — will help to meet this global challenge.

Chlorine Disinfection

Protects against waterborne diseases – Half of the world's diseases are transmitted by or through water. Chlorine-based disinfectants provide a broad-based defense against microorganisms that can cause waterborne illnesses such as cholera, hepatitis, and typhoid A.

Safeguards all the way to the tap – Only chlorine-based disinfectants leave a beneficial "residual" to protect against recontamination during distribution and storage.

Enhances public health – Chlorine-based disinfectants help ensure that drinking water is safe — a fundamental building block for healthy people and communities.



PVC Pipe

Easy to install and maintain — PVC pipes are lighter than other materials and easy to install. Once in the ground, they require minimal maintenance and upkeep.

Immune to corrosion — PVC pipes do not rust, scale, pit or react chemically with the water they convey. They also resist biofilm formation better than metal or concrete pipes, helping to provide consistent water quality.

Strong and durable — PVC pipes are strong, yet flexible enough to bend without breaking, allowing them to endure earth movement. PVC pipes offer a projected life span of more than 100 years without any loss in strength.





For more than 100 years, chlorine has been added to drinking water to destroy disease-causing bacteria and viruses. PVC pipes are low-cost, durable, and easy to maintain. Together, chlorine disinfection and PVC pipes provide a sustainable way to deliver the drop of life throughout the world.



www.worldwatercouncil.com



www.c3.org



www.c4.org



www.vinyl.org



www.vinylinfo.org



www.plastics.ca/vinyl