New ZeroWater Peel-Off Filter Lid Saves 357,000 Pounds of Plastic Per Year

*Their new revolutionary design will prevent thousands of pounds of plastic from reaching landfills.*

June 8, 2023 – Trevose, PA – As consciousness around sustainability begins to grow amongst consumers, more businesses are looking to reduce their environmental footprint by reducing the plastic used in their products. ZeroWater, a leader in water filtration technology, has released a newly designed peel-off lid for its 5-stage water filters. The new lid will reduce the plastic used by its water filters by 20%—thereby saving 357,000 pounds of plastic per year.

The design change is simple. The company swapped its traditional cap-style lid for a peel-off one and reduced the plastic used in the housing of the filter. On its website, the company stated the design change is equivalent to saving “[16.2 million single-use plastic bottles](https://zerowater.com/blogs/filtration/be-an-earth-day-hero-save-the-planet-with-a-zerowater-filter)” in comparison to their previous lid design. In addition, the company states that using one of its 5-stage filters saves up to [300 plastic single-use bottles](https://zerowater.com/blogs/filtration/be-an-earth-day-hero-save-the-planet-with-a-zerowater-filter) or the equivalent of 1,800 plastic bottles per year.

Despite the already massive reduction in plastic use from the new peel-off lid, ZeroWater has gone even further toward its goal of becoming more sustainable. The company offers a recycling program where customers can send used ZeroWater filters to a facility where they can be responsibly recycled. The company says its recycling program disposes of more than 10,000 post-consumer filters each year. The result is keeping even more plastic waste out of landfills.

With [1.2 million](https://www.earthday.org/fact-sheet-single-use-plastics/) single-use plastic bottles being used each day globally and [91%](https://www.earthday.org/fact-sheet-single-use-plastics/) of those never being recycled, ZeroWater’s redesigned peel-off-style lid and sustainability initiatives are the next step toward reducing post-consumer plastic waste in the United States and beyond.

**About the ZeroWater 5-stage Filter**

The new peel-off-style lid is for their 5-stage filtration system. The five-stage process removes virtually all dissolved solids from drinking water. The first stage reduces suspended solids such as dust and rust which make water appear cloudy. The second stage reduces additional suspended solids. The third stage reduces organic contaminants like pesticides, herbicides, mercury, chlorine, and chloramine, and also inhibits bacterial growth. The fourth stage reduces inorganic compounds like metals, nonmetals, and radiological contaminants. The final stage reduces the remaining suspended solids and holds the resin in place.

For more information or to set up an interview with ZeroWater executives, please contact Katrin Ferge at kferge@zerowater.com. For further information on ZeroWater please visit [www.zerowater.com](http://www.zerowater.com).

**About ZeroWater:**

Zero Technologies, LLC, is based in Trevose, PA, and develops high-performance water filtration systems for households. Its mission is to deliver the best filtration systems possible to remove total dissolved solids (TDS) from water. ZeroWater is the only gravity-fed filtration system that provides water purity that can compare to the TDS levels found in purified bottled water. The innovative ZeroWater filter has received certifications from NSF International and the Water Quality Association for its ability to remove iron, copper, zinc, aluminum, lead, chromium, mercury, and chlorine. According to research from the Good Housekeeping Research Institute, ZeroWater filters remove more pharmaceutical contaminants and chemicals than competitors Brita and PUR.