

## CONSERVING WATER IS GOOD FOR BUSINESS

- American Airlines Maintenance Base in Fort Worth implemented a program to recycle water and minimize hazardous waste. They expanded a reverse-osmosis system to treat 40 million gallons of wastewater, converted an existing treated-effluent tank into a reverse-osmosis tank, and upgraded an outdated automation control system. The project reduced total water usage by 24 to 36 percent and reduced costs by almost \$1 million. In addition, the amount of hazardous waste in one year was reduced by more than 50 percent.
- Freescale in Austin uses Ultra Pure Water for manufacturing microchips. In order to save millions of gallons of wastewater and potable water, Freescale implements a rigorous reuse and recycling program. Since 2006, Freescale has reduced wastewater by more than 50 percent and reduced potable water by more than 51 percent. The high percentage of water savings comes from operational processes that reuse and recycle the

majority of process water. In 2007, Freescale saved more than 160 million gallons of water and more than 90 million gallons of wastewater through conservation efforts.

- The Frito-Lay plant in San Antonio has saved 1 billion gallons of water a year since implementing conservation efforts in 1999. Frito-Lay recycles the water used to make potato and corn snacks and has reduced fresh water use in these processes by 35 to 50 percent.

## REASONS TO CONSERVE WATER

Will conserving water hinder business profitability? No. Conserving water can help increase profits. Some of the financial benefits to consider when evaluating water conservation are:

1. **Reduced costs**—water costs account for 1–2 percent of a business' overhead. Saving water can help reduce overhead costs.
2. **Increase in future water prices**—water prices are set to rise above inflation. Saving water now will reduce costs in the future.
3. **Production efficiency**—using water efficiently will make additional water available for future production.
4. **Tax benefits**—many government agencies and water utilities provide rebates, grants, and tax relief to encourage water conservation. Tax benefits keep money where it belongs, in your pocket.

In Texas, various tax exemptions can be given for:

- Rainwater harvesting systems
- Water recycling and reuse systems
- Desalinization systems
- Wastewater systems certified by the Texas Commission on Environmental Quality
- Brush control equipment designed to increase water availability

For more information about water conservation, contact your local water supplier or the Texas Water Development Board.

Sources:

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Texas Water Development Board

[www.twdb.state.tx.us](http://www.twdb.state.tx.us)

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## WATER CONSERVATION FOR INDUSTRIES, BUSINESSES, AND INSTITUTIONS



**USING WATER EFFICIENTLY** makes good business sense. With rising costs of operations for many businesses, conserving water is one way to cut costs without compromising products or services. Texas' soaring population and dwindling water supplies have prompted communities to begin conservation programs, many of which provide financial incentives to businesses that establish water-saving practices.

Numerous businesses in Texas have already instituted significant conservation measures. As a result, they have reaped both financial and environmental benefits, demonstrating that water conservation can improve the bottom line.