

Tapmagic's Water Saving Tap



Areas such as the Middle East with scarce water resources can reduce and delay capital expenditure on infrastructure by providing consumers with simple water-saving devices. In the south-west of the UK, a major water supply company is offering its customers a range of home-grown devices, including Tapmagic's dual flow water saving tap insert and its simple conversion kit to convert existing taps to spray taps. Project team leader *Jonathan Wood* says that the project is an initiative of the water company.

"In the future water companies will be able to include the cost of helping water consumers reduce demand as part of their costs in arriving at the regulated rate of return set by

Ofwat, the water industry regulator. This is in stark contrast to the old approach that only major assets like dams and pipelines could be considered. The effect is likely to be that major capital works can be delayed as demand grows more slowly".

Householders were offered options including water saving toilet systems, trigger devices for garden hoses and Tapmagic's dual flow and spray taps, both of which were popular.

Tapmagic offers an easily-fitted tap insert which controls the flow of water, resulting in a two-stage tap - an economical spray for tasks such as washing hands or cleaning teeth, and the normal full flow for filling the basin, saving of over 50% of average domestic hand basin water consumption.

"As 8% of domestic water in the UK is used via hand basins that means that water demand can be cut permanently by 4% at a cost of about US \$20 per home", says *Andrew Ray*, Tapmagic's finance director. ■



Tapmagic هو جهاز جديد ذو مرحلتين يمكن تركيبه بكل بساطة على معظم صنابير الماء المتوفرة. وعند فتح الصنبور يقوم الجهاز بتأمين نمط رشاش عالي الدقة يسمح بكمية مياه كافية لغسل الأيدي، وفرش الأسنان، الخ.. يذكر أن الجهاز عبثي منخفض التكلفة يسمح بتوفير المياه إلى درجة 70٪ بدون الحد من تدفق الماء الكامل عند الضرورة.

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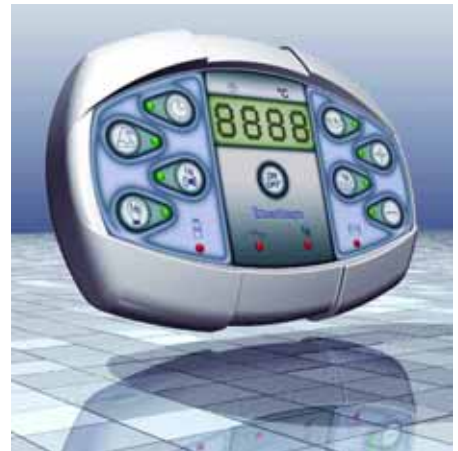
Blue Magic Illuminating Water Flows



In just over three years since its launch onto the market, **Blue Magic** has already notched up a number of successes. The Lazio-based company, which specializes in design, production and marketing of components for hydromassage tubs and multifunction shower cabins, managed to establish a position for itself not only in Italy but also overseas, generating 50% of its turnover on the European and Asian markets. There are many factors contributing to the success of the company's products, the first of which is its contestant pursuit of new solutions - covered by patents - featuring avant-

garde technologies (digital data transmission, microelectronics for the SMT lines, conformal coating, high-performance monochromatic and RGB color led) associated with modern and elegant design.

One of the new products typifying this tech&design combination is the kit for illuminating the flow of water from the tap, where colors change according to the temperature detected, exploiting the energy produced by microturbines. The project, developed entirely in-house by Blue Magic, was unveiled during ISH Frankfurt 2005; since then, it have been made available to interested tapware manufacturers. Considerable attention is paid to updating products in accordance with the relevant techni-



cal standards; with regard to the quality system, the company received ISO 9001:2000 certification.

Its constant drive to innovate was also recognized in June by the Italian region of Lazio which awarded the company the "Innovalazio" label, which is a mark of companies that stand out for best practices. ■

تتخصص شركة Blue Magic الإيطالية في مجال تصميم وتصنيع مركبات أحواض التدليك المائي وغرف رشاشات الماء، وهي تستعمل أحدث التقنيات الإلكترونية لتعطي منتجات خلقة من أحدث ابتكاراتها طقم إضاءة الدفق المائي المنبعث من الحنفية بحيث يتغير لونه بحسب حرارة المياه بواسطة الطاقة التي تولدها التربينات الصغيرة.

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