

Make every drop count with Finish

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In support of World Water Day, 22 March 2019

In support of World Water Day on 22 March 2019, a number of initiatives around the country were aimed at reminding South Africans just how precious this resource is - something that recently hit home when a number of provinces around the country suffered severe drought. The memory of the much-dreaded "Day Zero" that loomed over the City of Cape Town is still fresh in the nation's collective memory.



#DishwashersSaveWater #FinishYourDishes

Whilst the Cape had good rainfall over the winter of 2018, many regions of the country are still experiencing severe water shortages and the nation as a whole has become well aware that going forward, water will remain a scarce resource.

It remains the responsibility of every citizen to purposefully work at conserving water. Finish dishwashing products have launched a drive to highlight the ways to conserve water by utilising modern dishwashing technology.

#DishwashersSaveWater

With soaring utility bills, consumers are looking for ways to economise around the home. Obvious ways such as turning off lights, showering instead of taking a bath and installing a rainwater storage tank are popular, however - another very effective measure, that could surprise many is using a dishwasher to wash up, rather than doing your dishes by hand.



The idea that a dishwasher uses a great deal of water every time it goes through a full cycle is a common misconception. In reality, industry leaders like Finish dishwashing products, have calculated that using a dishwasher is more efficient than hand washing your dishes – saving you money and time and freeing you up to do more worthwhile activities, like spending time with family and friends.

A dishwasher uses and heats only the exact amount of water needed, cleaning and re-circulating on average 12 litres of water per cycle. This means a family of four could save on average 51 litres of water per load, compared to handwashing.

"Looking after our natural resources is a responsibility we take seriously. Using a dishwasher uses 57% less water than

washing dishes by hand. If everyone can do their bit to save water, we can stand together to make South Africa's future bright." - Raheel Dhaduk, Marketing Director of Reckitt Benckiser - holding company of Finish dishwashing products.

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