



Commercial water users are unaware that **over £500 million of their water costs are hidden below the surface** due to the lack of available benchmarking data.

**30% OF  
WATER COSTS HIDDEN  
BELOW THE SURFACE**

Take advantage of a £multi-million grant fund, to help Britain save water.

# THE AQUAMARK PROJECT

Government consultants ADSM have been appointed to provide over 500 different building benchmark classifications to private and public sector organisations throughout the UK. The Project is set to provide organisations with a benchmarking tool kit to take advantage of available water and cost reduction opportunities.

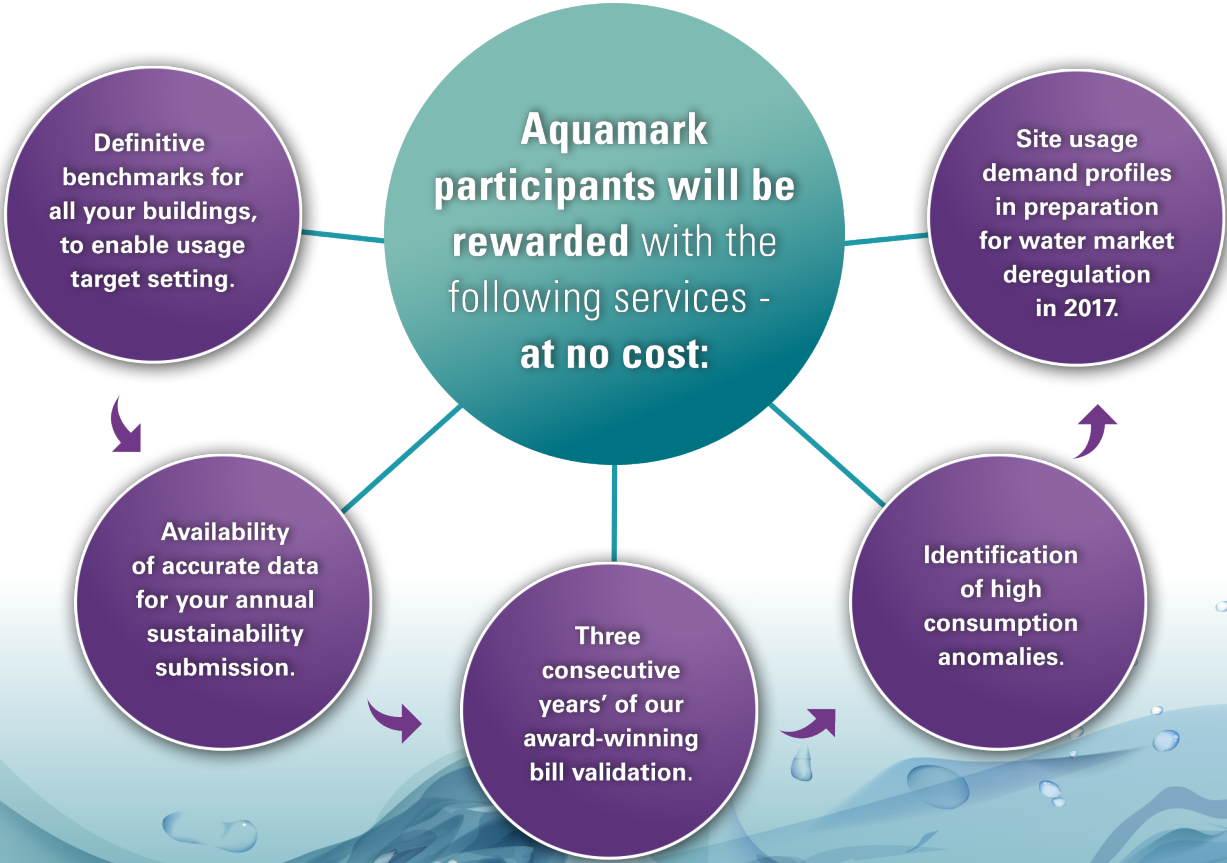
The groundbreaking scheme will be the largest and most ambitious analysis of building water usage to have been undertaken, putting Britain at the forefront of commercial water benchmarking. Additionally the project will result in much greater sustainable water supplies and increase water security for thousands of organisations.

# MORE REASONS TO TAKE PART

We need your participation to provide us with the billing data to further develop our data bank, so that our analysis can be undertaken in each of the targeted building classifications. To make this process as worthwhile as possible for you we have obtained funding to provide a range of free services for 36 months, that include; bill validation services, water consumption profiles and best of all access to all the benchmarks at the end of the project to help you reduce your costs and consumption.

# OUR HERITAGE

ADSM have been delivering award-winning water initiatives for over 20 years including the HM Treasury's highly successful Watermark project, which has saved in excess of £70 million pounds.



# JOIN AQUAMARK IN 3 SIMPLE STEPS:

- 1

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ADSM provides you with an email to send to your water supplier.
- 2

They send your future bills to us for benchmarking assessment and validation.
- 3

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They send your future bills to us for benchmarking assessment and validation.

IT REALLY IS  
THAT  
SIMPLE.

All data supplied to ADSM is anonymised and treated in the strictest confidence, in line with data protection regulations.



To benefit from AquaMark benchmarking and bill validation just call 01753 833 880 or email AquaMark@adsm.com and we'll take care of the rest!