



HIGHLIGHTS

March 2009 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

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FROM THE PRESIDENT'S DESK

Have at hand two new studies reported by the International Bottled Water Association (IBWA) which bring encouraging news on the recycling front. Both studies were conducted recently and encompass the entire country, assuring that the habits which might be peculiar to one region do not skewer results. The first reports an examination of curbside recycling bales and finds that *"Water bottles are now the most recycled container in curbside programs by weight, and overwhelmingly by number."* What is significant here is that things are trending in the right direction, with more than a 16 percent increase in the recycling rate for water bottles in just the past two years.

A second and equally encouraging report touches on the gram weight per bottle, obviously an important aspect of the recycling *(continued on back)*

A Floating Garbage Patch

MOSTLY PLASTIC, IT'S BIGGER THAN TEXAS

Perhaps you have not heard of the world's largest landfill. It is not on land at all. It floats in the middle of the Pacific Ocean! There is an area of the Pacific where the water currents move counterclockwise and very slowly. Think of it as a desert in the ocean where there is little life. Because of the environment here the area does not attract many fish or fishermen; instead there are only tiny plankton swimming around. A dead zone. But it does attract . . . trash, millions of pounds of it, most of it plastic. And it is ever accumulating, continuing to get bigger. The area actually has divided into two patches, collectively referred to as the Great Pacific Garbage Patch. The Eastern patch floats between Hawaii and California and according to the Los Angeles Times it is TWICE the size of Texas! The second patch is west of Hawaii, toward Japan.

Why should this concern us? It has to do with plastic and its destructive force on the environment. Studies show that plastic constitutes 90 percent of all trash floating in the world's oceans and the United Nations Environment Program estimated in 2006 that every square mile of ocean hosts 46,000 pieces of floating plastic and in some areas, the amount of plastic outweighs the amount of plankton by a ratio of six to one.

Other disturbing statistics have been gathered by Greenpeace, the activist environmentalist group. It reports that of the more than 200 billion pounds of plastic the world produces each year, about 10 percent ends up in the ocean. Seventy percent of that eventually sinks, damaging life on the ocean floor. The rest floats; much of it ends up in gyres and the massive garbage patches that form there, with some plastic eventually washing up on a distant shore.

As we at Highbridge have been saying for so very long, recycling MUST become a part of our everyday routine. It is not likely that the production of plastic is going to come to a halt anytime soon. What has to come to a halt is the careless manner in which we dispose of it.

We appreciate the positive feedback we get from our environmentally-conscious customers and we encourage all of you to become soldiers in this war. It is one we must win.

**PLEASE REMEMBER THAT HIGHBRIDGE OFFERS TOP-NOTCH
FILTRATION SYSTEMS FOR YOUR OFFICE CONVENIENCE**

To Contact Highbridge:

Customer Service: 859-858-8801 Accounts Receivable: 859-858-8803

CUSTOMER FOCUS:

SHEILA KALAS OF FITNESS PLUS

Exercise Physiologist/Trainer. Those are the words Sheila Kalas uses to describe her line of work. At Fitness Plus, her active business on North Ashland Avenue in Lexington, Kalas has a devoted clientele, mostly in the over-50 age group, who understand the importance of staying fit by exercising and having a sensible diet, which includes Highbridge Spring Water, of course. Sheila is not a new kid on the block, as she started her business in 1995. She is a strong supporter of local businesses and she likes hiring University of Kentucky graduates as trainers at Fitness Plus. One of her favorite organizations which she is particularly pleased to support is the International Book Project. Sheila states that her customers love Highbridge Springs water and will literally gather in groups at the cooler so much that the trainers have to pull them away and tell them to get back to their training. Her business card reads: Sheila Kalas, BS, MS. Fitness Plus works with clients by appointment only, and the telephone number is 269-9280 . To learn more about Sheila and her business, visit her website at www.fitplusinc.com

Sheila has rather a graphic expression which she says explains her feeling about the importance of her business: "We all have to age but we don't have to rot." That makes the point clearly.



FROM THE PRESIDENT'S DESK (continued from front)

equation. Statistics here show a fairly drastic decline, with the average weight of a .5 liter plastic bottle dropping from 18.90 grams in the year 2000 to an amazing 13.83 grams in the latest study data. This comes to more than a 26 per cent reduction in bottle weight in the last several years.

Why the increase in water bottles in recycling bins? I suspect a general awareness in the public mind on the positive benefits to the environment. This awareness comes when all parties—manufacturers, government agencies, environmentalists—work together to let it be known that recycling counts. It does make a difference.

Finally, Aveda, an international, high end "natural" skin care company with a store in Fayette Mall, has begun to promote a method of recycling bottle caps, long a difficult issue in the field. Have a look at Aveda.com/aboutaveda/caps.asp.

We all need to stay vigilant.

Linda Slagel

WE GET LETTERS

At Highbridge we hear from customers and potential customers every day. It is a part of the interaction with our clients and friends that we think helps keep us on our toes and run a better company. Occasionally a particularly nice piece will come in the mail.

The city of
NICHOLASVILLE
Progress. Growth. Opportunity.

February 12, 2009

Highbridge Spring Water
3830 Highbridge Road
Wilmore, KY 40390

Dear Highbridge Spring Water:

The week of January 26th, 2009 will long be remembered by the devastating ice storm that struck Kentucky. Although it was difficult at the time to find beauty in the crisis, looking back one can find beauty in the way the local and national community came together to comfort one another.

When a disaster occurs, the initial responsibility lies on the local community to respond. Nicholasville is fortunate to have you as a part of the community. Calvin Coolidge said "No person was ever honored for what he received. Honor is given by what he gave." The City of Nicholasville honors each and every individual that gave their time and energy to help keep our community safe during this disaster.

Sincerely,

Russell A. Meyer
Russell A. Meyer, Mayor

Thank you Linda!