



# RAND WATER

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## **Tap Water Does Not Require Treatment At Home**

Rand Water is urging consumers to beware of misleading marketing initiatives aimed at promoting the use of home-based water treatment devices. Home water treatment devices provide no benefit to consumers as the water supplied by Rand Water undergoes through a rigorous purification processes before distribution to its customers.

Traders use ambiguous statements to market home-based water treatment devices such as domestic water filters for “*health reasons*”. These statements often mislead consumers into purchasing water treatment devices that provide no benefits.

In some cases, traders promote sales of water treatment devices by demonstrating how the colour of tap water changes into an undesirable state, and then show how their water treatment filters are able to correct this. This leads to consumers believing that the tap water contains harmful particles. The change in colour is due to naturally occurring minerals in drinking water such as calcium, potassium and sulfate which the human body requires.

Most of the purification systems may leave the consumer with distilled water, which is deionized water – water that lacks mineral content.

Home-based water treatment devices have a limited lifespan, and if not maintained in line with the suppliers’ directives may cause a deterioration in the quality of water. Sometimes the water treatment devices could become contaminated with bacteria or with viruses.

Rand Water would like to reiterate that it supplies water that is safe for human consumption and consumers do not need to test water in their households. The organisation and its customers (municipalities) maintain an extensive water quality monitoring programme to assure consumers of safe and healthy water.

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