

# WHEN WATER IS MOST PRECIOUS

► By **BERNIE BALDWIN**

When International Water-Guard (IWG), known for its water treatment systems, was asked by customers to get into the world of faucets and other aircraft wash-room accessories, the company teamed with an Italian master jeweller to create a joint venture, IWG•Lilou, which is now producing handcrafted sparkling faucets and towel rails.

“All the jewels are fully drilled into place. Nothing is glued,” says Giles Lapierre, IWG’s director of sales and marketing. “Because of the craftsmanship involved, we guarantee them for life.

“Designers were making luxurious cabins, but overlooking the bathrooms,” he adds. The prod-



► **SPARKLING:**  
Brenda Lois with  
an ornate faucet

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ucts have been so successful it has now turned its focus to the cabin, to offer bejewelled seat buckles. “These help set the mood for the flight,” Lapierre says.

A further jewel in the crown of

IWG’s exhibit adheres to the airline industry mantra of always seeking weight reduction. The company is launching its Pre-Select System, which is designed to give operators the ability to carry

exact amounts of water per flight sector. Eliminating the carriage of excess water means less weight, less fuel used and thus lower emissions too.

“On an annual basis, it will save airlines considerable amounts of money,” says Lapierre. On a recent flight, he learned that the airline had taken on board a full tank of potable water for a London–Amsterdam return trip, yet on the outbound leg had only used 5%. “Imagine the weight to be saved over a 200-aircraft fleet if you carried a more accurate amount of water.”

The Pre-Select System is certified for the Boeing 737 NG and Max families, and IWG is speaking to customers of Airbus with a view to certifying the system on the A320 families.