

Community Warning

Water filtration company strikes again

Immediate release

12 February 2010

South East Water is concerned that water filtration companies are preying on vulnerable residents. South East Water customers from the Mt Martha and Carrum Downs areas have been in contact to report suspicious marketing activity.

A water filtration company has been distributing letters to residents in Melbourne's south-eastern suburbs with false warnings about the quality of drinking water. It is believed the company moves to different suburbs once it is exposed, having previously operated in Bayside suburbs, including Beaumaris and in the Frankston area.

Information provided by the company is misleading and insinuates that tap water is unsafe to drink. South East Water stresses that the claims in the brochure are false and that these appear to be harmful tactics to entice households to purchase water filtration products for hundreds of dollars.

South East Water believes most customers don't need a water filter due to the high standard of Melbourne's water. Water filters that aren't maintained can accumulate bacterial materials that are then released when the water filter is used.

Last year South East Water sent a cease and desist letter to suspect water filtration company Australian Water Solutions (AWS) insisting the company stop falsely using South East Water's name and logo without its authority.

Customers with any concerns or who wish to know more about their water can phone South East Water's Customer Call Centre on 131 867 or visit www.southeastwater.com.au to view a copy of South East Water's Annual Drinking Water Quality Report.

Media Enquiries

Zoe Malone
Tel: 9552 3226
Mob: 0457 551 337