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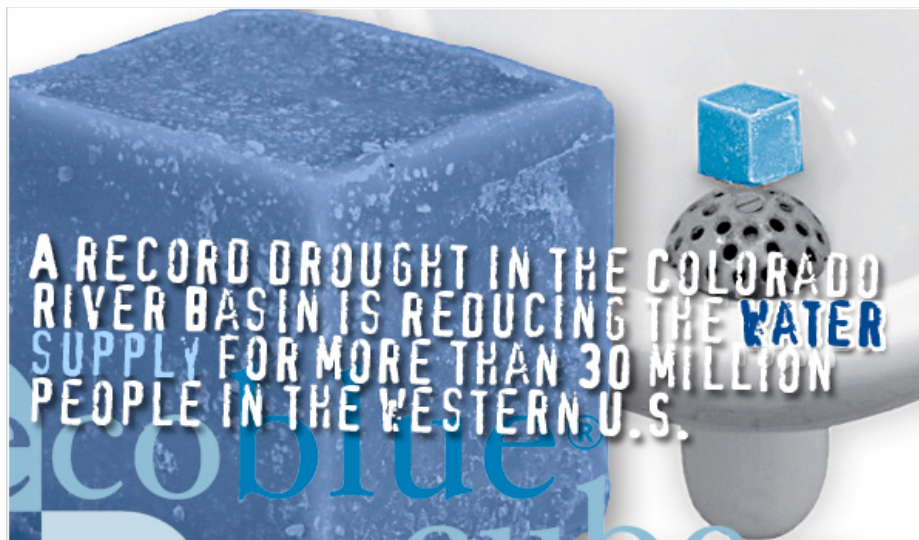
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green



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water (continued)

ECOBBLUE CUBE: Likemany great thinkers before them, green entrepreneurs are finding inspiration in the loo. That's because the bathroom—where the toilet uses 27 percent of household water—is the largest consumer of indoor water. In 2005, Damian Cox, 45, founder and CEO of Tucson, Arizona-based Ecoblue, introduced the Ecoblue Cube to the United States. The odor-eating cube—whose bacteria dissolves buildup—converts any urinal into a virtually flush-free affair. (One flush daily will suffice.) Reporting sales of \$100,000 in the past 12 months, Cox is currently expanding distribution to Canada, Mexico and South America. "Rather than create expensive technologies to generate new water, the best approach is to conserve the assets we already have," he says. "That way themoney is better spent and it creates incredible opportunities for entrepreneurs and inventors."

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