

## **Stand 201-E**

### **Japan Water Purifier Association**

JWPA (Japan Water Purifier Association) was originally founded in 1972 as a nationwide “council” consists of household purifier manufacturers. It has been more than 45 years since then.

Water purifiers became booming in the late 1960's and 70's because of the taste and odor issues of tap water during the rapid industrial growth era. The market, however, was in the state of chaos due to the lack of proper regulations. The confused market even started to bring the bad reputations on water purifiers. The “council” (later became JWPA) was formed in order to protect the consumers and to gain the public trust on water purifiers.

Today, water purifiers are very popular consumer goods in a sound and stable market. According to the survey conducted in 2015, more than 40% of households uses water purifiers.

The new tasks for JWPA are to catch up the new trend of water purifiers. There are many types of water purifiers today such as filter in faucet, portable water purifiers, water server type water purifiers, etc. Reverse osmosis is becoming popular, too. JWPA is working on the development of standards and requirements for these new types of water purifiers.

More than 80% of water purifiers on the market are supplied by the members of JWPA. And the members of JWPA are not only the system manufacturers but also components and related parts manufacturers.

JWPA is also looking out the overseas market. Since 2011, JWPA has started to develop a relationship with NSF International and we have study sessions periodically.



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