



# Case Study: Transforming Water Filtration with Bamboo Biochar

Insights from the UK's  
Market Leader and the  
Path to U.S. Leadership



ALTERNATIVE  
BAMBOO  
COMMODITIES  
CORP

RENEWABLE GREEN COMMODITIES

# The Challenge

- ▶ **Problem:** Dependence on Chinese suppliers for bamboo biochar.
- ▶ **Impact on UK's Largest Water Filter Manufacturer (Gary):**
  - ▶ High costs, delays, and inefficiencies due to COVID-19 disruptions.
- ▶ **Gary's Solution:** Relocate supply chain by investing in a domestic bamboo biochar source.





# The Solution

- ▶ **Gary's Actions in the U.S.:**
  - ▶ Established a 148-acre bamboo plantation in Fort Meade, FL.
  - ▶ Invested \$4.2 million, including:
    - ▶ \$1.8M on bamboo plants.
    - ▶ \$900K on planting and irrigation.
    - ▶ \$1-1.2M on land acquisition.
    - ▶ \$222K annually on maintenance.
- ▶ **Outcome:**
  - ▶ Secured sustainable supply of bamboo biochar for water filtration.
  - ▶ Dominated the UK water filter market with eco-friendly products.





# The Opportunity

- ▶ **Proposal:**
  - ▶ Establish the first U.S.-based bamboo biochar factory in Florida.
- ▶ **Investment Required: \$950,000.**
- ▶ **Market Potential:**
  - ▶ U.S. biochar market growing at 9.81% CAGR.
  - ▶ Applications in water filtration, agriculture, and environmental sustainability.
  - ▶ Opportunity to replicate Gary's UK success in the U.S. market.



## The U.S. Water Filtration Market: Opportunities

- ▶ The U.S. water filtration market is experiencing significant growth.
- ▶ Growth is driven by increasing concerns over water quality. There is a rising demand for clean drinking water.
- ▶ In 2023, the market was valued at approximately \$6.8 billion.
- ▶ The market is projected to reach \$10.5 billion by 2032.
- ▶ This growth reflects a Compound Annual Growth Rate (CAGR) of approximately 5% during the forecast period.



**Products:** American-made reverse osmosis systems, water softeners, and filtration solutions using high-grade carbon for improved taste and contaminant removal.  
**Market Presence:** Known for comprehensive water treatment solutions for residential and commercial applications.



**Products:** Whole-house systems, water softeners, and advanced carbon filtration components.  
**Market Presence:** Global leader in residential and industrial water treatment solutions.



**Products:** Whole-house systems, under-sink filters, and water filter pitchers.  
**Market Presence:** Recognized for eco-friendly, high-performance residential filtration systems.



**Products:** Countertop and reverse osmosis systems with coconut shell activated carbon for enhanced contaminant removal.  
**Market Presence:** Serving both residential and commercial markets with a focus on customer satisfaction.



**Products:** Whole-home systems, under-sink filters, and reverse osmosis units with medical-grade carbon.  
**Market Presence:** Known for customizable, high-quality filtration serving both residential and commercial markets.



**Products:** Industry-leading NSF-certified carbon block filters.  
**Market Presence:** Key supplier of advanced filtration components to major brands.

**Products:** Portable water filters, pitchers, and dispensers using solid carbon block technology.  
**Market Presence:** Focused on portable, health-conscious solutions for residential users.



**Products:** Water purification systems combining carbon block filters and UV technology.  
**Market Presence:** Globally distributed brand with a strong reputation in residential water filtration.



# Conclusion and Call to Action

- **Key Takeaways:**
  - Proven success model (Gary's UK experience).
  - Clear market demand for domestic bamboo biochar.
  - Potential to lead the U.S. market in eco-friendly biochar production.
- **Call to Action:**
  - Join us in building the first U.S. bamboo biochar factory.
  - Be part of a transformative project shaping sustainable industries.

