

Trump Wanted More Water. Orbital Delivered – Without the Waste.

Game-changing Swedish technology offers the high-flow shower experience without environmental compromise.

Malmö / April 2025 – On **April 9**, President **Donald Trump** once again made headlines by signing an executive order to lift water pressure restrictions in showers, declaring he wanted to *"take care of my beautiful hair."* While the comment drew global media attention, it also reflects a genuine consumer demand: people want full-pressure, luxurious showers.

But the traditional solution — simply turning up the flow — comes at a dangerous environmental cost.

At a time when climate experts are sounding the alarm on global water stress, **Orbital** offers the real answer: a **closed-loop shower system** that delivers up to **12 liters per minute**, more than most conventional showers, while reducing water usage by up to **90%** and energy consumption by **approximately 80%**.

"Trump wanted more water. We deliver it, but without the waste," says Peter Bixe, VP Commercial at Orbital. "You get the water pressure. You get the comfort. But with a fraction of the environmental impact."

This isn't political. It's engineering.

Inspired by **NASA** and engineered in **Sweden**, the **Orbital Shower** purifies and recirculates water in real-time. Delivering a seamless high-flow experience, with radically reduced consumption. Already in use across premium hotels, off-grid cabins, and sustainable homes, Orbital is redefining what it means to shower smarter.

Meanwhile, the urgency of Orbital's mission is echoed by the **Potsdam Institute for Climate Impact Research**, which recently warned that the global water cycle is in severe imbalance — threatening over half the world's food production by 2050. Their message: *We must act now and treat water as the finite resource it is.*

"This isn't just about comfort," Bixe adds. "It's about creating systems that allow comfort and climate responsibility to co-exist. That's where the future is."

With active expansion globally, Orbital is proving that luxury and sustainability are no longer a contradiction, they are a requirement.

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