



Kishu Charcoal Media Kit: Our Story

Years ago, our founder Judith Bershof -- a passionate water drinker and lifelong environmentalist -- was tired of throwing away her water pitcher's plastic filter every few months. Fed up, she resolved to never again buy a plastic filter. Instead, she would find a new, more earth-friendly way to filter her tap water. So she asked herself, "What's inside the plastic casing that actually does the filtering?" After some research she learned the answer: activated charcoal, which the Japanese have used for thousands of years to purify their drinking water.

Judith then contacted artisans in Japan who specialize in activated charcoal. These artisans follow a centuries-old method: oak branches are sustainably harvested and then fired in handmade outdoor ovens; after many days of continuous, closely monitored carbonization to over 1000 degrees, the branches transform into a hard, glass-like material -- activated charcoal. The artisans began shipping it to her in Denver, Colorado, and with that Kishu Charcoal was born!

Happily, Judith's mission to bring a sustainable water filter to the world was fulfilled: from its production (100% natural oak branches,) to its packaging (recycled paper stock and compostable clear sleeve made from wood pulp,) not to mention its many secondary uses such as soil improvement, etc, Kishu Charcoal is an environmentally conscientious product.

Kishu Charcoal:

- The only completely plastic-free water filter in the world
- Made from the finest Japanese activated charcoal
- Created by artisans using an ancient technique
- Individually hand cut -- every stick is different
- Produces the most delicious tasting tap water

Contact:

Judith Bershof

info@kishucharcoal.com

303.810.8206