

# REFRESHMENT



FoodBev.com

Issue 3  
Feb/Mar 2018

# Green futures

Sustainable innovation



PLUS

IoT technologies

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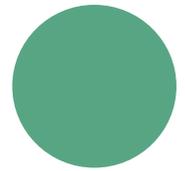
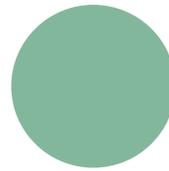
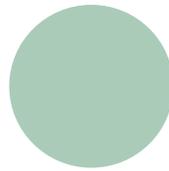
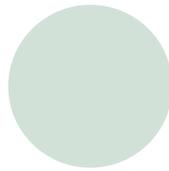
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## Green futures

Looking ahead at 2018, it is my view that two issues will dominate and drive businesses forward.

Environmental responsibility will produce measurable benefits for everyone and the planet, while adopting increasingly affordable new technologies will improve the ways that businesses operate, while simultaneously enhancing consumers' experience. For the most forward thinking manufacturers, these two issues will combine and transform the industry far into the future. So it is no coincidence that the two main features in this issue of Refreshment magazine focus on sustainability and the Internet of Things.

As we completed compiling the content for this issue, Danone-owned Evian committed to reducing its carbon footprint with the announcement that it will make all of its plastic bottles from 100% recycled plastic by 2025. The move will see the brand adopt a circular approach to its plastic usage, 'where plastic is kept within the economy and out of nature'.

The news came in the same week that the European Union announced a strategy to make all plastic packaging in the EU recyclable by 2030, and as British supermarket Iceland announced that it aimed to eliminate plastic packaging from all of its own-brand products by the end of 2023.

Evian plans to achieve its target through pioneering partnerships to redesign its packaging, accelerate recycling initiatives and remove plastic waste from nature.

Evian has also called for partnership and collaboration across industries and beyond to achieve a sustainable, large-scale change in plastic usage and waste management, and has united with Mission 2020 to inspire others in this move at the World Economic Forum in Davos and other international events in 2018.



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Bill Bruce

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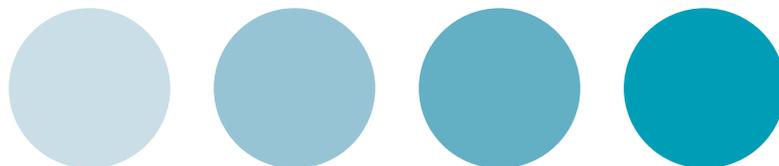
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### Next issue

The next issue of Refreshment magazine looks at water quality, with a focus on technical and environmental developments in water filters – which are essential across the water cooler, office coffee and vending industries.





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## Waterlogic Firewall – raising the bar for water purification



Water dispensing system specialist Waterlogic, is claiming a huge breakthrough in delivering purified water to businesses across the world. The technology, called Firewall, ensures Waterlogic dispensers are 99.9999% effective against a range of pathogens, viruses and bacteria, including E. Coli, Salmonella and Hepatitis, to name a few.

Firewall has been developed using the latest ultraviolet (UV) technology and treats water at the point of dispense. Additionally, the faucet which is traditionally known to be a major contamination risk, is constantly irradiated with the UV lamp to eliminate external contamination. The dispensers are coated with BioCote, an anti-microbial material that is known to be a highly effective disinfectant against food-borne bacteria, which can easily be transferred by individuals.

According to the company, there is a firm need for an additional line of defence for conditions where the quality of drinking water is crucial. Taking medical environments, the workplace and the food production industry into consideration, the challenge for Waterlogic has been to create a reliable and easy to use source of pathogen-free water.

The Firewall technology has been extensively tested by independent laboratories such as the Sina Analytica laboratories in Ningbo, China and

the Institut Dr Lörcher in Ludwigsburg, Germany and the results show:

- 360 tests achieved 99.995% reduction of bacteria levels
- 56 contamination tests achieved 100% reduction of bacteria levels
- 90 stagnation tests achieved 99.998% reduction of bacteria levels
- 2,214 stress tests achieved 99.999% reduction of bacteria levels.

"No bacteria in and no bacteria out would be an accurate description of Waterlogic dispensers," said Waterlogic Jonathan Ben-David, CEO of R&D and Manufacturing: "With Firewall being the only UV system that qualifies as an internationally patented microbiological water purification system [P231 certification], the Waterlogic R&D team are confident and proud of its 99.9999% purification abilities.

"Where other water dispensers concentrate on the quality of the water coming out of the faucet, Waterlogic has chosen to look at a bigger picture. Whether it's the free-standing or countertop water dispensers, which are well-suited for restaurants and cafés, the success of Waterlogic will come from being able to produce water systems that can deliver pure water and it will continue to do so, in any environment." ●

## The Foodies Larder creates biodegradable decaf capsules



UK-based The Foodies Larder has released a range of biodegradable and compostable decaf coffee capsules which are compatible with Nespresso machines.

The company claims the capsules are the first biodegradable decaf capsules available in the UK. The Swiss Water Decaff capsules are made from corn starch, and the company claims the capsules will completely disintegrate within six months.



Swiss Water Decaff capsules contain organic Fairtrade arabica coffee, and the company avoids the use of chemicals in the manufacturing process, creating a caffeine and chemical free decaff coffee.

The Foodies Larder co-founder, Lex Thornely said: "Throw our corn starch capsules into standard rubbish bins, council food waste collection bins or just compost them at home and they will completely disintegrate within six months. This is in stark contrast to regular aluminium and plastic coffee capsules, which take anywhere between 150 and 500 years to breakdown in landfill.

"Swiss Water Decaff capsules are also minimising the use of pesticides and man-made solvents. So for those wanting to go caffeine-free, our decaff offers the most convenient coffee capsule experience, but without the guilty conscience." ●

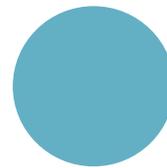
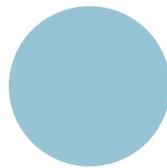
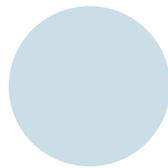


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# Innovations



## Natural Choice ION cooler

We previewed Natural Choice's new ION water cooler in the last issue of Refreshment, but unfortunately showed the wrong image. Here are the correct pictures for the company's new compact mains-fed water cooler.

Natural Choice has introduced the new and improved ION Water Cooler, which is now available in Europe.

Rogier van der Maat said: "With over 60,000 IONs installed worldwide, Natural Choice has set the standard with superior quality and performance.

"All new IONs are available with easy-to-use Touch Screen and Powerful Sparkling Water. What remains the same is ION's commitment to quality and world-class support. 100% complete control of the design and assembly in the US

"With our exclusive filtration system, which reduces a wide range of contaminants, ION will transform ordinary tap water into a reliable source of endless enjoyment, at your home or office." ●



## Jura J6 automatic coffee machine



Automatic coffee machine manufacturer Jura has added the Jura J6 to its range.

The Swiss-made J6 features the Aroma G3 Grinder and Pulse Extraction Process (PEP). Jura's Aroma G3 Grinder is now twice

as fast, but operates gently, preserving all the aroma of fresh coffee beans. A Jura exclusive, PEP optimises extraction time to deliver the most flavourful ristretto and espresso.

The design is intuitive and self-explanatory, making it easy to choose and brew 13 popular beverages from classic coffee to cappuccino, latte macchiato or a trendy flat white. The full-colour TFT screen and rotary switch take users straight to their desired beverage.

The Intelligent Water System automatically detects the filter, while the Clearyl smart filter ensures perfect water quality. A separate hot water spout, a container for milk system cleaning and integrated maintenance programs ensure hygiene at the touch of a button. A new storage insert on top of the machine holds the interchangeable milk spout and milk pipe, storing them in a tidy and space-saving manner. This insert is removable and dishwasher safe. ●



## AA First launches SIP Neo3



AA First has launched SIP Neo3 which replaces the widely used SIP2000 ozone sanitising system.

AA First's Hans Krohn said: "SIP Neo3 halves sanitising visits, creates the most hygienic water cooler dispenser and can save money and electricity in the process."

SIP Neo3 works by injecting tiny bubbles of ozone into the water trail at a brief period every night, 24/7. Ozone, as the most powerful destroyer of

bacteria, ensures that the drinking water is safe for even the most demanding environment.

"There are two other main advantages of SIP Neo3 for both the distributor and his end customer," said Hans. "Time consuming sanitising visits can be halved, and SIP Neo3 also allows the cooler to be put into overnight sleep mode. Using sleep mode from 19.00 to 07.00 would save each customer 1/5th in electricity, as well as reducing 240kg of carbon production each year." ●



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## Capresso adds EC300 machine for espressos and cappuccinos

US coffee machine manufacturer Capresso has launched its EC300 machine featuring a built-in warming platform to preheat cups to the ideal temperature.

A new illuminated control knob – for brewing, frothing or steaming – makes for simple operation. Meanwhile, a dual frother wand provides steam or froth for both cappuccinos and lattes.

Capresso said the stainless steel-lined ThermoBlock heating system 'ensures espresso is always brewed at the ideal temperature'.

In a statement, the company said: "Pre-infusion enriches the taste, and the 15-bar pump provides

optimal pressure for rich crema, the thin layer of foam that is the mark of a perfectly brewed espresso.

"Whether you're brewing coffee, espresso or a delicious milk specialty, a perfect brew will elevate the taste experience."

A heavy-duty portafilter includes two sieves to produce one or two thick espressos at a time. Both the frothing cover and the stainless-steel drip tray are removable for cleaning. And there is an automatic rinsing cycle after each use to clean the machine and maintain the proper temperature.



## Miele CM5 entry-level coffee machine

Domestic appliance manufacturer Miele has introduced the CM5, an entry-level free-standing counter-top coffee machine.

Available in a range of colours, the compact CM5 features Miele's push-button OneTouch for Two technology.

"The new CM5 models profit from the same tried-and-tested technology as their higher-priced sister models," said Mercia de Jager from Miele South Africa.

The company has also introduced its own blend of coffee for coffee machines. Roasted and blended exclusively for Miele by a private German roastery. Black Edition N°1 is a well-balanced blend of four Arabica beans, naturally biological and fair-trade.



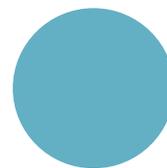
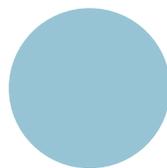
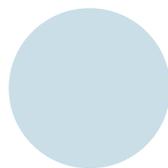
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# Innovations



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## Ember Ceramic Mug

California, US-based Ember Technologies has launched the Ember Ceramic Mug which is designed to enhance the coffee and tea drinking experience by maintaining the perfect drinking temperature 'from the first sip to the last drop'.

"Just a few degrees can make a big difference in taste. We've seen coffee lovers from all walks of life embrace the connection between taste and temperature first-hand with the success of our first product, the Ember Travel Mug," said Clay Alexander, founder and CEO of Ember. "Our mission is to enhance your drinking experience by allowing you to choose the temperature that tastes best, so you can enjoy a perfect cup of coffee for as long as you want."

Ember was created in partnership with San Francisco-based design studio Ammunition. Made of durable stainless steel with a reinforced ceramic coating, the new Ember Ceramic Mug has a minimal, refined design and a discrete, technical interface, making it simple and easy to use. It also comes with a matching charging coaster to keep your mug ready for the next brew.

Embedded with multiple temperature sensors and a microprocessor-controlled dual-band heating system, the Ember mug will maintain coffee or tea at the user's perfect drinking temperature. Additionally, the Ember mug has intuitive technology, allowing it to 'sleep' when not in use and 'wake up' as soon as it is picked up, so consumers only need to turn it on once.

The Ember Ceramic Mug connects to the Ember mobile app, allowing users to select their precise drinking temperature with a swipe of a finger. The app remembers the user's preferred drinking temperature and has several preset options for easy customisation for drinks such as tea, coffee, hot chocolate, etc. The app also notifies users when their desired drinking temperature has been reached and lets users identify their mug by selecting a personal colour that will display on a small LED light located toward the base of the mug. ●



## Encore Lite

In the US, Cafecton Ventures has extended its Encore line with the new Encore Lite bean to cup coffee machine.

Offering a selection of three coffee beans and two solubles, the customisable design features a new clip-on fascia in five different colours.

Equipped with a high performance cellular modem, connected through a private and secure 3G cellular network, the Encore Lite can be managed, controlled and monitored remotely using the company's web-based Sophia Global Management System. ●



## Beam Suntory launches voice-activated Jim Beam decanter

Beam Suntory has unveiled an artificially intelligent Jim Beam decanter which allows bourbon lovers to serve up a beverage from the comfort of their couch.

Called 'Jim', the machine is voiced by Jim Beam seventh generation master distiller Fred Noe and also responds to questions.

Featuring a compartment for bourbon storage, Beam Suntory said the decanter 'bridges the gap between Silicon Valley and Kentucky'.

"At Jim Beam, we're in the business of evolving the way people drink delicious bourbon," said Noe. "For decades, we produced unique limited-edition decanters that are now collectors' items. And now, we're introducing a smart decanter that lets fans enjoy their bourbon on demand with friends and family." ●



# Innovations

## Drinks

### Vitaminwater Active

The Coca-Cola Company has extended its Vitaminwater product line with Vitaminwater Active, described as: 'a nutrient-enhanced performance drink for fitness enthusiasts'. The drink is packed in 15.2oz PET bottles, in three flavours: Move it (strawberry black cherry), Werk it (orange mango) and Pump it (lemon lime).



Vitaminwater Active features a level of hydration found in sports drinks as well as electrolytes from natural sources, including coconut water and sea salt. The drink is naturally sweetened with cane sugar and is rich in vitamins C and E – both antioxidants – plus 100% of the recommended intake of vitamins B5, B6 and B12. ●

### Skin Maintenance collagen water from Protein Water Co

British beverage brand Protein Water Co has launched its Skin Maintenance range: a line of collagen water designed to support healthy hair, skin, nails, joints as well as improve sleep and metabolism.

Protein Water Co said it is developing the protein trend, which has historically been focused on supporting fitness and athletic performance, by harnessing its use for beauty benefits.



Each 50cl bottle of Skin Maintenance is said to combine 10g of hydrolysed collagen protein with spring water, 'delivering a clear, crisp and refreshing taste with absolutely no nasties'. It has zero added sugar and no artificial sweeteners, flavours, colours or preservatives. ●

### Waterdrop

The brain-child of Martin Donald Murray and after two years of research and development, Waterdrop began online sales in Austria last year. Following some pop-up store trials, it has now achieved country-wide distribution through Rewe Group beauty and home care business Bipa. The sugar-free water enhancers are available in four variants.

Focus features vitamins B1, B5, and C, and 'helps mental performance and supports the nervous system' through blending lime, green coffee and baobab.

Boost 'helps reduce fatigue and tiredness while supporting a healthy metabolism' and features vitamins B6, B12, and C by blending blackcurrant and elderflower with the Brazilian superfood Açai.

Youth 'supports the growth of nails and hair' and features vitamins B3, B7, and C by blending summer peach with Asian ginger and ginseng.

Defence provides 'your daily dose of energy' and features vitamins B2, B7, and C by blending cranberry, rosehip and moringa 'to support the immune system and eyesight'. ●



### NuZee functional cold brew



California-based NuZee has launched a line of RTD gourmet functional cold brew coffee.

Packed in 10oz glass bottles, the cold brew blends 100% arabica dark roast Honduran coffee with nutraceuticals. The coffee is steeped for 12 hours to deliver a sweeter, smoother and less acidic taste than traditional-brewed coffee.

The products include: Lean, with green coffee bean extract to promote weight wellness; Think, with American ginseng to increase cognitive performance; Relax, with L-theanine to reduce stress and anxiety; and Nude, organic 100% all-natural arabica coffee. ●

### Mtn Dew Ice

PepsiCo's Mountain Dew has expanded its product line by introducing a lemon-lime flavoured soft drink called Mtn Dew Ice.

Available nationwide in the US, Mtn Dew Ice is a clear, caffeinated soft drink which includes fruit juice and contains 100kcal per 12oz. ●



# Innovations



## Bai Water

Previewed at the NACS show in Chicago in October, Dr Pepper Snapple Group is set to launch Bai Antioxidant Water during the first quarter of 2018. Packed in 1 litre bottles, the enhanced drink is infused with the antioxidant selenium. ●

## Bringing 'first' flavoured water cans to Brazil

With strong growth predicted in Brazil's flavoured water market as consumers seek healthier drinks, Crown Brazil has partnered with Brazilian beverage brand Eklo Water to introduce the 'first' flavoured water to be packaged in aluminium cans to the country.

Packed in Crown's sleek 310ml cans, both variants are free of sodium, calories and preservatives. Instead of using artificial sweeteners, Eklo Water is flavoured naturally with fruit and sweetened by stevia. ●



## Snacks and confectionery

### Wessanen UK boosts portfolio with Kallø Pop-Crisps

Wessanen UK has launched a new on-the-go snacking range called Pop-Crisps through its Kallø brand, as it aims to appeal to a growing audience of healthy snackers in the UK.

Made from nutritious popped corn pieces, including green split pea, yellow split pea and purple corn, the crisp alternative is available in

four flavours: Himalayan pink salt and hint of black pepper, sea salt and Sicilian lemon vinegar, sour cream and dill, and wasabi and soy sauce.

At around only 85 calories per 20g serving, Wessanen UK said the crisps 'are ideal for those looking to swap their more calorific snacks to something better for them'. ●

### Luna gluten-free fruit bar

In the US, Luna has released a new gluten-free, non-GMO, USDA-approved organic fruit and nut snack bar filled with nut butter.

Named Luna Rica, the bars are made from a combination of dates and nuts, as well as other ingredients such as unsweetened chocolate. ●



### Frito-Lay's fiery new Doritos

PepsiCo's Frito-Lay has expanded its Doritos range with the introduction of Doritos Blaze, a new flavour for the hot and spicy snack sector in the US.

Initially, there will only be one flavour, though the brand claims the new range is the first in a series of snacks it will release, as it responds to growing consumer demand for spicy snacks. Frito-Lay stated that Mintel research discovered that 1 in 4 consumers are now eating more spicy food. ●



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## Diet Coke revamps

After 35 years, The Coca-Cola Company's Diet Coke brand is relaunching in North America with a full brand restage, including a sleek new look, modern design, new campaign and the addition of four new flavours, including: Diet Coke Ginger Lime, Diet Coke Feisty Cherry, Diet Coke Twisted Mango and Diet Coke Zesty Blood Orange. ●



## Snickers Peanut Butter Crisper

In the US, Mars has extended its popular Snickers brand, with Snickers Peanut Butter Crisper.

Designed to 'provide a perfect balance of sweet, salty, creamy and crispy', it is delivered in four portionable squares. ●

# Business news

The latest from the industry



## JAB's Keurig Green Mountain acquires Dr Pepper Snapple



At the end of January, Keurig Green Mountain announced that it was acquiring Dr Pepper Snapple, in a move that will create a drinks conglomerate with \$11 billion in annual revenue.



This combination of two beverage companies into one entity, which will be called Keurig Dr Pepper (KDP), joins together brands such as Dr Pepper, 7UP, Snapple, A&W, Mott's and Sunkist with coffee brand Green Mountain Coffee Roasters and the Keurig single-serve coffee system.

shares of doughnut chain Krispy Kreme for a total value of \$1.35 billion. JAB chairman Bart Becht said he was 'very excited' about the prospect of KDP becoming a challenger in the beverage industry.

Keurig Green Mountain and Dr Pepper Snapple said that KDP will be a 'company of scale with a portfolio of iconic consumer brands and unrivaled distribution capability to reach virtually every point-of-sale in North America'.

Bob Gamgort, current CEO of Keurig, will serve as CEO of the combined company and Ozan Dokmecioglu, current Keurig CFO, will serve as its CFO. Dr Pepper Snapple CEO Larry Young intends to transition to a role on KDP's board of directors.

JAB, which bought Keurig Green Mountain in 2015, said it will make an equity investment of \$9 billion as part of the financing of the transaction.

Gamgort said: "Our view of the industry through the lens of consumer needs, versus traditional manufacturer-defined segments, unlocks the opportunity to combine hot and cold beverages and create a platform to increase exposure to high-growth formats. ●

The move sees JAB compete directly with Coca-Cola and PepsiCo in the soft drinks sector. In 2016, it bought all the

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- Hot lock
- Energy saving

# Business news

The latest from the industry

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## Mars buys minority stake in Kind

In the US, Mars has taken a minority stake in snack bar company Kind as it aims to cash in on the growing trend for healthier snacking.

With governments around the world aiming to tackle obesity and reduce sugar intake, food companies are increasingly seeking to adapt their portfolios to include healthier options.

The move complements Mars's Goodness Knows snack bar range which was unveiled in 2017 and billed as the company's biggest product launch for 20 years.

Kind will continue to operate independently, led by its majority stakeholders, founder Daniel Lubetzky and the Kind team, with its existing headquarters in New York. As part of the agreement, Mars will lead the growth of the business outside the US and Canada.

Lubetzky founded Kind in 2004 with the aim to create snacks with ingredients that 'people can see and pronounce'. Its bars are now sold in 14 countries. ●



## Campbell acquires Snyder's-Lance to expand in US snacking category

In the US, Campbell is acquiring snacks company Snyder's-Lance for \$4.87 billion in cash, the largest ever deal in the soup company's 148-year history.



Campbell president and CEO Denise Morrison said: "The acquisition of Snyder's-Lance will accelerate Campbell's strategy and is in line with our purpose: 'real food that matters for life's moments.' It will provide our consumers with an even greater variety of 'better-for-you' snacks. The combination of Snyder's-Lance brands with Pepperidge Farm, Arnott's and Kelsen will create a diversified snacking leader, drive sales growth and create value for shareholders. This acquisition will dramatically transform Campbell, shifting our centre of gravity and further diversifying our portfolio into the faster-growing snacking category."

This is Campbell's sixth acquisition in five years. The company acquired Bolthouse Farms in August 2012, organic baby food company Plum in June 2013, biscuit company Kelsen in August 2013, fresh salsa and hummus maker Garden Fresh Gourmet in June 2015, and organic broth and soup producer Pacific Foods in December 2017. ●

## Nestlé offloads tea and confectionery brands to sharpen focus on water

In December, Nestlé Waters North America sold the Sweet Leaf Tea and Tradewinds iced tea businesses – which it originally bought in 2011 – to private equity firm Fireman Capital Partners (FCP) and Dunn's River Brands (DRB). And in mid January, Nestlé agreed to sell its US confectionery unit to Italy's Ferrero for \$2.8 billion, confirming earlier reports and ending months of speculation regarding the future of the business.

The moves form part of a strategy announced in 2017 in which Nestlé plans to focus on high-growth categories such as coffee, infant nutrition, pet care and bottled water. Since then it has acquired Blue Bottle Coffee, Chameleon Cold Brew, plant-based food brand Sweet Earth and vitamin producer Atrium Innovations, among others.

Nestlé has been under pressure to sell underperforming areas of its business after hedge fund Third Point invested \$3.5 billion in the company in June.

Ferrero – best known for making Nutella, Tic Tacs and Ferrero Rocher – is keen to expand its business in the US following last year's purchases of Ferrara Candy and boxed chocolate company Fannie May.

Nestlé's US arm includes well-known brands such as Butterfinger, BabyRuth and Nerds, which in 2016 turned over around \$924 million.

Nestlé CEO Mark Schneider said: "With Ferrero, we have found an exceptional home for our US confectionery business where it will thrive. At the same time, this move allows Nestlé to invest and innovate across a range of categories where we see strong future growth and hold leadership positions, such as bottled water,

coffee, pet care, frozen meals and infant nutrition." ●





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# Business news

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## UK crisp company Burts acquires popcorn maker Savoury & Sweet

British artisan crisp company Burts Chips has acquired popcorn manufacturer Savoury & Sweet in a bid to bolster its position in healthy snacking.

Based in Leicester, Savoury & Sweet is best known for its Lord Poppington's brand of popcorn, which features distinctive British branding and flavours such as cheese and onion, and chilli and lime. It also makes a line of sweet and salted popcorn called Popcorn & Me. It is the first time that Burts has moved into the popcorn category.



"The Burts business has grown significantly over the last five years, from £11.4 million in 2013 to an anticipated £37 million post-acquisition for 2017," said Burts' managing David Nairn (pictured). "Whilst impressive, our ambition is to drive the business to over £100 million in the next five years to become the UK's biggest player within premium snacking.

"While organic growth of our existing operation in Plymouth is a big part of this and anticipated to reach £70 million, acquisitions of like-minded and complementary businesses will help us accelerate our expansion." ●



## Poland's Maspex buys Bulgarian water brand Velingrad

Polish food company Grupa Maspex has bought Bulgarian mineral water brand Velingrad.

Grupa Maspex has been present in the Bulgarian drinks market for a long time with the popular juice and nectar brands Queens and Tedi.

This represents another move from foreign bottled water businesses buying Bulgarian water brands, as in 2017, when Belgium's Spadel bought Devin for €120 million. ●



## Japan's Glico targets Thai ice cream market

In the latest move to raise its profile in Thailand, Japanese confectionery company Ezaki Glico has installed its first ice cream vending machines at shopping complexes in Bangkok.



According to the company, Thailand's ice cream market is around one-tenth the size of Japan and the growing number of Asian tourists to Japan is boosting popularity of the country's snacks and sweets.

The Bangkok machines sell 12 ice cream products from Ezaki Glico's popular Seventeen brand range, plus selected products from its Giant Cone, Palitte, and Panap brands.

In Japan, 20,000 of the country's 27,000 ice cream vending machines sell the Seventeen brand, so it is easy to understand why introducing the concept to Thailand is a tempting move. ●



## Office Watercoolers acquires Smart Water Coolers

In the UK, British Water Cooler Association member Office Watercoolers, part of the South Staffordshire Plc group, has acquired Weston-super-Mare based water cooler business Smart Water Coolers which trades under the name of Glug Glug Glug.



Glug Glug Glug (established in 2003) specialises in mains-fed water coolers and water boilers and has an installed base of over 6,000 coolers and boilers across the UK. Following the acquisition, the combined installed mains-fed and bottled water cooler base of the enlarged Office Watercoolers business will be in excess of 16,000 units.

Office Watercoolers managing director Ken Skelton said: "Glug Glug Glug will be our third acquisition to date and is a further step forward in terms of our longer term strategy of building a national water cooler company focussing upon delivering outstanding products and service levels in this market." ●

## First UK parcel vending machine

Following a successful trial by parent company Walmart in the US, Asda has become the first UK retailer to install a parcel tower that works as an automated parcel vending machine.

The parcel tower, at Asda's Trafford Park store in Manchester, is 16ft tall and 8ft wide and acts as a giant vending machine that can hold up to 500 parcels and allows customers to collect online orders as well as take returns.

Customers can choose from thousands of items available online from Asda's fashion brand



George, and select the store at checkout to collect from the tower. The service is also

available for selected third party partners including Misguided, Asos and Decathlon. On arrival at the store, customers scan a barcode sent to their smartphone at the parcel tower to receive their order within one minute.

"It's great that we've been able to work with our parent company Walmart in the US to bring this new exciting technology to the UK; so far it's been a huge success for them," said Asda ToYou – retail process, systems and innovation manager Neil Drake.

"We know speed and convenience are important factors to customers and partners of our ToYou service, and we're always looking for new ways to bring that to them. The Parcel Towers are the



latest example of how we're using new technology to save our customers time and money."

The in-store parcel tower is a logical extension of Asda's ToYou service which it launched in November 2015. The UK's first end-to-end parcel solution uses minute-by-minute tracking and it allows consumers to return or collect purchases from third party online retailers at more than 600 Asda stores. Parcels can also be collected and returned from Asda petrol forecourts and Click & Collect points across the country.

There are over 100 parcel towers installed across Walmart stores in the US, and this latest development signifies the group's intention to expand the technology in the UK. ●



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# Business news

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### US consumers prefer bottled water



According to a survey conducted online by Harris Poll on behalf of the International Bottled Water Association (IBWA), more than three in five Americans (63%) say bottled water (still and/or sparkling) is among their most preferred beverages, followed by coffee (62%). Fewer Americans (58%) say soft drinks (regular and/or diet) are among their most preferred drinks.



People are shifting away from less healthy packaged drinks

Nearly all Americans (94%) believe that bottled water is a healthier choice than soft drinks, and 93% say bottled water should be available wherever drinks are sold.

The survey of more than 3,000 US adults aged 18 and older also found that among those who have ever purchased bottled water, those who identify bottled water as among their most preferred beverages are more likely than those who identify soda as one of their most preferred beverages to recycle their water containers.

"This poll is consistent with consumption figures released earlier this year that show, for the first time in history, bottled water is the number one packaged beverage in the US (by volume)," said Jill Culora, IBWA's vice president of communications.

"People are shifting away from less healthy packaged drinks and choosing the healthy option – bottled water."

Bottled water drinkers find many factors important when choosing a beverage, but taste (99%), quality (99%), and safety (92%) are at the top of their list. Bottled water drinkers also say that features like ready to enjoy (82%), convenient packaging when on the go (80%), and re-sealable packaging (74%) are important to them when choosing a

beverage. 69% of bottled water drinkers say low calories are important when choosing a beverage, while 72% say the lack of artificial sweeteners is important.

Nearly all Americans (99%) drink water – tap, filtered, or bottled – and among them, 33% drink both bottled water and tap/filtered water equally. Roughly three in ten water drinkers (31%) drink only/mostly bottled water, including 16% who drink mostly bottled water and 15% who only drink bottled water. Over

a third (35%) drink only/mostly tap or filtered water, including 23% who drink mostly tap or filtered water, and 12% who drink only tap or filtered water.

82% of Americans agree they should drink more water and 90% believe that bottled water is a healthy and convenient beverage.

Among those who ever purchase bottled water, bottled water drinkers are more inclined to recycle their bottled water containers than those who say soda is among their most preferred beverages, as they are more likely to say they always recycle bottled water containers at home (66% vs 60%) and away from home (37% vs 32%). This is consistent with a 2016 PET bale analysis study that found bottled water is the number one most recycled product in curbside recycling systems, with a rate of 53.1%, compared to soda bottles, which was 20.4%. The 2016 study, by the National Association of PET Container Resources, included other food and beverage containers in its analytics.

"The new poll also found that people who own their own home report they recycle more often than renters, both at home and away from home. The poll also showed that people who were married said they recycled more often than those who were single," said Culora.

When asked about their general opinion of bottled water as a beverage choice, 86% of Americans had a 'very positive' or 'somewhat positive' opinion of bottled water, and women are significantly more likely than men to have a positive opinion (88% vs 84%) as well as adults aged 18-44 compared to those ages 55+ (91% vs 81%). Only 14% of Americans have a 'somewhat' or 'very' negative opinion of bottled water as a beverage choice.

IBWA encourages consumers to make healthy hydration a part of their daily lives and pick water as their beverage of choice, whether it's at home, at the office, or on the go. ●

Bottled water is the number one packaged beverage in the US

## Danone takes part in \$5.5m financing round for Kona Deep

Hawaiian bottled water brand Kona Deep has secured \$5.5 million in financing from investors including Danone Manifesto Ventures, the venture arm of Danone.

Kona Deep intends to use the investment to support its growth by expanding distribution, increasing and optimising production capacity and raising awareness of its deep ocean water, which it says is 'naturally rich in electrolytes'.



Alongside Danone, Grand Crossing Capital and local Hawaiian investors have supported the brand.

After launching in late 2015, Kona Deep has recently expanded onto the US mainland where the demand for premium waters and performance waters is growing rapidly.

Kona Deep claims to be creating a new category of water with its deep ocean water, sourced 3,000ft below the ocean's surface in Kona, Hawaii, from a pure source with natural minerals and no additives used during the process. Once brought to the surface, the water is desalinated and bottled at the source, retaining natural minerals and electrolytes.

Last year, research by the University of Arizona revealed that bottled deep ocean water helped to hydrate consumers 'twice as fast' as some rival products. The study also found that subjects demonstrated significantly improved recovery of lower body muscle performance following rehydration with Kona Deep compared to sports drinks and mountain spring water. ●

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## Coca-Cola Amatil takes café-quality coffee to Indonesia

Coca-Cola Amatil has launched a new range of café-quality Grinders Coffee capsules and professional Caffitaly capsule machines in Indonesia.

The Caffitaly machines comprise a high-end Milano milk-integrated coffee capsule machine; the compact Roma and Venice machines; and the Bella milk frother.

The compatible coffee capsules are the Grinders range; the Fix range of blended quality café-style lattes, infused with flavours such as caramel latte and moca latte; and the Romanza range of sweeter-style hot beverages to suit Indonesian consumers who prefer sweet flavoured coffee.



## Hershey acquires Amplify Snack Brands

In the US, The Hershey Company has bought Tyrrells and Skinny Pop owner Amplify Snack Brands in a deal worth around \$1.6 billion.



With consumers turning away from high-sugar foods, Amplify has managed to capitalise on fast-growing trends with a focus on 'better-for-you' products. It also owns protein bar brand Oatmega and Paqui tortilla chips.



The move comes as Hershey aims to expand beyond its chocolate brands. CEO Michele Buck said: "The Amplify acquisition is an important step in The Hershey Company's journey to becoming an innovative snacking powerhouse as together it will enable us to bring scale and category management capabilities to a key sub-segment of the warehouse snack aisle.

"Hershey's snack mix and meat snacks products, combined with Amplify's Skinny Pop, Tyrrells, Oatmega, Paqui and other international brands, will allow us to capture more consumer snacking occasions by creating a broader portfolio of brands."

## 4 Aces new appointments

UK-based packaging specialist 4 Aces has appointed Richard Blake as business development manager and Paul Clarke as national account manager.



With almost 15 years experience of the packaging, water, foodservice and retail industries, Richard is

proficient in business development and has taken responsibility for accounts in the water sector for 4 Aces, as well as for all of the company's southern regional accounts.

Paul is responsible for establishing, maintaining and building key accounts, using the expertise he has developed from almost 25 years spent in the vending and coffee solutions markets.

## Ground Espresso launches Ground To Go

Northern Ireland's largest independently owned coffee chain Ground Espresso Bars is expanding its offering through the introduction of specialist vending machines.

In a £200,000 investment, it will introduce its 'Ground To Go' machines into communal workspaces, gyms, leisure centres, health facilities, forecourts and office buildings across the country. The new machines offer 35 drink selection combinations including bespoke Fairtrade coffees, teas and hot chocolate.

Regional manager Jonny Ross said: "We developed 'Ground To Go' following feedback from customers that their in-office cup of joe was letting them down. We are delighted to bring the quality coffee that Ground is famous for directly to our customers to offer them that much-needed mid-day caffeine hit or the perfect treat to pick up a day at the office."



# Sustainability news

Towards a greener future

## Co-op own-label tea bags to be made without plastic seal

British supermarket The Co-op has unveiled a fully biodegradable paper tea bag, which it says “could save nine tonnes of plastic every year from being dumped into household rubbish and compost collections”.

The convenience retailer’s own-brand ‘99 tea’ will be developed without polypropylene, which is an industry-wide method used to enable teabags to hold their shape.

The Co-op, which sells around 4.6 million boxes of tea annually (around 367 million teabags) has joined forces with its tea supplier, Typhoo, and Ahlstrom-Munksjö, specialists in sustainable fibre solutions, to develop the new method of heat sealing bags which will eliminate the use of the more widely used plastic seal.

A new bio-degradable bag, which is due to undergo testing in February, could be on shelves later this year. Intended to be rolled out across The Co-op’s entire own-label standard tea range, it will be fully compostable in food waste collections after use.

Co-op Food CEO Jo Whitfield said: “Many tea drinkers are blissfully unaware that the teabag from their daily cuppa is sealed using plastic. Even though it’s a relatively small amount, when you consider the six billion cups of tea that are brewed up every year in the UK, we are looking at around 150 tonnes of polypropylene – that’s an enormous amount of accumulated plastic waste that is either contaminating food waste compost collections or simply going to landfill.

“A cup of tea is part of our national psyche, so we felt it was imperative that we fix the problem as soon as possible. We’re absolutely committed to reducing plastic in our packaging and want to ensure that tea lovers can enjoy a guilt-free brew.”

The Co-op aims to have 80% of its product packaging to be recyclable by 2020. ●



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### F&N reverse vending

In Singapore, food and beverage company Fraser and Neave (F&N) has launched its first reverse vending machine.

The machines work by accepting used cans and bottles and uses 'advanced technology to identify, sort and collect' the containers.

For every five used containers they recycle, users of the machine will be given a S\$0.50 voucher to purchase F&N's Ice Mountain water at FairPrice supermarkets.

"With the launch of this initiative, F&N reinforces our commitment to play our part in protecting the environment by ensuring that our packaging is environmentally friendly and to encourage and reward consumers to recycle the cans and bottles," said general manager Jennifer See. ●



## Euro PET collection and recycling rates significantly increased

Out of 3,147,000 tonnes of PET bottles and containers placed in the European market in 2016, a remarkable number of 59.8% – in total 1,880,900 tonnes – were collected and of those, 1,773,200 tonnes mechanically recycled.

These conclusions come from the annual PCI Wood Mackenzie PET recycle survey for West Europe in 2016, commissioned by Petcore Europe. It shows that the collection rates increased by 7.4%, while the recycling rates also grew by 7.3%. In 2016, that resulted in 129,400 tonnes more collected and 120,000 tonnes more recycled PET compared to 2014.

"These PET collection and recycling rates are unmet in the plastics packaging industry while it is worth mentioning that PET recyclers still have unexploited capacities for recycling," said Petcore Europe president Paola Arlotti, from Equipolymers. "The figures clearly outline the crucial role of PET in a circular economy and for reaching the plastics recycling targets currently discussed on EU level."

### The top five in PET collection

When it comes to more country specific figures, the survey reveals that the combined volumes reported for France, Germany and Italy represent 47.9% of the total volume collected in the region, continuing the gradual decline in the top three's share (48.5% in 2014 and 53.3% in 2011). These three largest countries in terms of collection volumes are now joined by two other countries that contribute a significant proportion of the regional total, namely Spain and UK. The combined total share of these five countries in the overall EU collection accounts for 70.9%.



### Composition of PET bales

The survey outlines a slightly more positive picture on the clear bottles amount compared to the previous years. Clear bottles accounted for 17.3% of the complete stream revealing an increase of 2.1% on the 2014 share and the first increase in share in five years.

"This is an encouraging sign for recyclers and hopefully this increased share is set to continue," said Petcore Europe executive director Christian Crepet. "However, the quality of bales with additionally a total share of 26.4% clear/light blue bottles, 25.5% mixed colours including green/brown bottles, and 30.8% of unspecified mixed colours clearly continues to challenge

the recycling industry. Therefore, we believe that there is a vital need for a detailed analysis of the unspecified waste stream which will be part of the 2018 study commissioned by Petcore Europe.

"As regards the quality of the bales, a shift to more high quality markets also requires a stable and high level sorted input," said Petcore Europe vice president Casper van den Dungen. "The survey confirms an increased waste ratio at the recycling stage. Therefore, efficiency increase in collection and sorting is needed and would also contribute to the cost reduction of the total system in the long term."

### PET bottle reclamation capacities

Compared to 2014, the capacity increased by 2.5% and the actual processed volume grew by 7.2%. With an actual processed PET amount of 1,773,200 tonnes and the nominal input capacity of 2,147,600 tonnes, the industry average operating rate approached 83% in 2016, compared to 79% in 2014.

"This is a positive result, especially considering all the challenges that the r-PET industry is facing: low virgin resin prices, r-PET pricing, pressure on margins, decreasing quality of bales and rising process loss," said Christian Crepet. ●

PET recyclers still have unexploited capacities for recycling

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## DS Smith's UK coffee cup recycling trials

**UK-based packaging company DS Smith has announced its involvement in a trial to research the highly topical issue of coffee cup recycling. The project, which began in January 2018, will be run on behalf of the Paper Cup Recycling and Recovery Group (PCRRG).**

Undertaken at DS Smith's Kemsley Paper Mill in Sittingbourne, the feasibility of recycling used coffee cups will be analysed, using cups from existing waste collection infrastructures, consistent with EN643 (The European list of standard grades of paper and board for recycling) to make non-food contact papers.

The project will provide insight on an industrial scale, which will be used to inform cup design, collection and reprocessing methods in the future.

DS Smith has nine paper mills across Europe, producing around 2.8 million tonnes of corrugated case materials and specialist industrial products every year. Of those mills, Kemsley has an annual production capacity of more than 800,000 tonnes and is the second largest recovered fibre-based paper operation in Europe, and the biggest in the UK.

Making paper for packaging from recycled fibres, finished paper products from Kemsley are used in the group's packaging production plants, as part of the DS Smith closed loop recycling offering.

To date, used coffee cups have presented significant challenges to mainstream paper mills producing papers for the packaging industry. This is in part due to the plastic lining found in coffee cups, which present a problem in the high volume continuous pulping process. Other challenges exist around food waste contamination and dealing with the coffee remnants.

However, DS Smith, as a member of the PCRRG, is committed to providing more insight into the issues as part of an industry drive to finding a sustainable recycling solution for coffee cups, especially as coffee 'on the go' has become an everyday feature of our consumer culture on a mass scale.

DS Smith Recycling (UK) managing director Mathew Prosser said: "DS Smith has already been involved with PCRRG members, such as Costa, on lab and pilot plant-scale recycling tests.

"I am pleased this work has developed to be able to undertake research on an industrial scale that will provide the whole supply cycle with data on the recyclability of paper cups in mainstream packaging mills. We look forward to sharing the results of the trial with the PCRRG, and the wider industry, on its completion." ●

## PepsiCo to use Tesla electric trucks

**PepsiCo has joined the list of companies showing an interest in Tesla's recently announced electric semi delivery truck, with what CNBC has described as 'the largest pre-order yet'. PepsiCo has ordered a fleet of 100 electric trucks, reserved before production starts in 2019.**

PepsiCo intends to deploy the Tesla semis for shipments of snack foods and beverages between manufacturing and distribution facilities and direct to retailers within the 500 mile range promised by Tesla chief executive Elon Musk.

The semi-trucks will complement PepsiCo's US fleet of nearly 10,000 big rigs and are a key part of its plan to reduce greenhouse gas emissions across its supply chain by a total of at least 20% by 2030, said Mike O'Connell, senior director of North American supply chain for PepsiCo subsidiary Frito-Lay. ●



# Micro markets



America's largest automated merchandising company, Canteen, has found huge success with its Avenue C micro markets

## The revolution in workplace refreshment

The unattended retailing micro market concept is steadily gaining ground on both sides of the Atlantic. While many have been developed by established vending companies and therefore seem like a vending development, new players have new approaches making micro markets seem more like scaled-down convenience stores or upscaled break rooms for office workers. Those that focus on food sales see the concept falling within retail food establishment rules.

According to research by California-based Bachtelle & Associates, there will be some 35,000 micro market locations in the United States by 2022, generating \$1.6 billion in revenue over the next 10 years.

With web-based inventory management and precise product customisation per location, operators can realise higher profits than through 'traditional' vending while also offering end-users considerably more choice, including healthier, fresh produce. Companies can opt to offer prepaid accounts to staff, which reduces purchase resistance and therefore also increases profitability.

Installing a micro market in a large office complex can result in less staff leaving the premises to make

sundry purchases and contribute to improved productivity.

Where self-service micro markets win over 'traditional' vending is with through their ability to allow improved and flexible interaction with end-users across multiple numbers and types of transactions.

The focus for micro markets is enhancing the customer experience in a secure environment. They rely on interaction through a variety of smart devices which enable the availability of additional information, the use of coupons and vouchers, and a range of secure payment options.

To find out more, Refreshment magazine spoke to UK-based Coinadrink. ●



Wisconsin, US, based Three Square Market is another micro market leader



A Smart Market offers over 300 different products at UNC Charlotte, North Carolina, US

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## The micro market revolution

**"The micro market is the revolution in workplace refreshments,"** said sales and marketing manager Tom Williams.

"With 55 years in vending, UK-based Coinadrink saw the potential in such an advanced concept, and was responsible for the UK's first micro market back in 2013.

"Courtesy of Express Refreshments, our branch division, the micro market is a refreshment solution with your employees at the heart.

"The micro market is an unmanned, self-service convenience store for the workplace. We design a mock-up of your market, and take care of its installation and maintenance which includes tidying and replenishing.

"The micro market is centralised around the wellbeing of your employees, sitting over 400 products in an aesthetically pleasing design, meaning they can browse at their leisure prior to purchase. This is something that simply isn't possible with traditional vending.

"Because the market acts as a 'refreshment hub' for your staff, it

**The micro market is centralised around the wellbeing of your employees**

encourages them to stay on site during their break and strengthen working relationships within the business. A contemporary hot drinks machine is housed around fresh food, snacks and cold drinks, so the micro market is the perfect opportunity for staff to wind down before heading back to their desks.

"The micro market is fitted with the latest in bespoke and industry innovation. Self-service, cashless payment terminals make for a speedy and secure purchase every time; simply top up your card online and swipe at the checkout. The terminal lets you know how much funds you have remaining, as well as previous purchase history. CCTV is on offer to deter theft, though instances of such a scenario are few and far between.

"The micro market is about raising the productivity level of your workforce, aimed at larger sites whereby refreshments off site aren't all too accessible." ●



## Bodega 'pantry boxes'

**Last September, two former Goggle employees launched their Bodega 'unmanned pantry boxes' concept on the US West Coast.**

The large self-standing boxes follow the micro market concept. They contain everyday items including drinks and snacks, are unlocked with a smart phone app and a camera monitors what is removed, charging it to the consumer's credit card. The software communicates with the operator to manage restocking and learn customer preferences.

Announcing plans at launch to site thousands of units across the country, Bodega said: "Centralized shopping locations won't be necessary, because there will be 100,000 Bodegas spread out, with one always 100 feet away from you." ●



# Micro markets

## Technology

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### Parlevel releases 'Koin' micro market payment platform

San Antonio, Texas-based Parlevel Systems has released Koin, a mobile application designed to enable micro market operators to increase sales, improve customer satisfaction and decrease or eliminate credit card transaction fees.

Koin allows micro market customers to pay with their mobile phones, use a wallet auto-reload feature, check micro market inventory remotely and provide service feedback to operators without physically visiting the kiosk.

To set up auto-reloads for their micromarket wallets, customers preselect an amount, eg \$5. Once their balance drops below that amount, their virtual wallet will automatically reload with a selected amount, eg \$20. This speeds up transaction times and has potential to generate more revenue through constant credit availability. Koin also helps operators reduce cashless transaction fees, or avoid them completely, as Koin reloads made with cash on the kiosk have a 0% card processing fee.



"Koin is an extension of the Parlevel micro market solution, which allows customers to establish access to their information without having to physically be at the point of sale," said Parlevel chief information officer Rafa Barroso. "By providing alternatives for reloading wallet balances, item purchasing, PIN resets, and even new-user registration, we increase kiosk availability, which is reflected in shorter lines and radically improved purchase experience." ●

### Toyota's self-driving e-Palette store

So micro-markets may be the new face of vending, but what if the micro market could come to you at your home or office? In January, Toyota revealed its e-Palette concept, at the Consumer Electronics Show in Las Vegas.

The fully autonomous electric vehicle is available in three different sizes, up to seven metres long and is designed to be fully customisable inside and out –

so that it can be tailored to different business needs – including mobile stores.

Toyota plans to use the Tokyo Olympic games in 2020 to test a fleet of e-Pallettes to help improve transport links for attendees.

Toyota has also created the 'e-Palette Alliance' which includes companies such as Amazon, Uber and Pizza Hut.

"The automobile industry is clearly amid its most dramatic period of change, as technologies such as electrification and connected and automated driving are making significant progress," said Toyota CEO, Akio Toyoda. "Toyota remains committed to making ever-better cars. Just as important, we are playing our part to create an ever-better society for the next 100 years and beyond." ●

What if the micro market could come to you at your home or office?

MOBILE PERSONAL SHOPS



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# Green futures



**Environmental responsibility and sustainability has rapidly risen up the agenda for the manufacturing sector and is high on the wish list for consumers.**

Among other initiatives, the industry has taken as a priority to reduce greenhouse gas (GHG) emissions through energy reduction and the use of natural hydrocarbon (Hydrofluorocarbon-free) refrigerants.

Refreshment looks at how cooler, coffee and vending

machine manufacturers are innovating with technology which benefits them, their customers, end-users and the planet in improving their environmental credentials and measurably reducing carbon footprint.

In future issues we will return to this subject, looking at green initiatives across other aspects of the water cooler, office coffee and vending industry – from initiatives around collection and recycling, to the use of electric and hybrid delivery vehicles. ●

## R290 natural hydrocarbon refrigerant

**The first water cooler manufacturer to introduce hydrocarbon refrigerant into its machines was Italy's Blupura. Refreshment magazine spoke to Blupura marketing manager Debora Screpanti.**

**When did Blupura first realise that sustainability issues were important, and what were the first steps you made to begin your environmental responsibility journey?**

Since the first day of foundation. Luca Costantini and Gianni Grottini created Blupura with the idea of manufacturing and distributing a new exclusive range of water coolers, completely different from what the market was offering at that time, and so a new line of water coolers that were of high design, sexy and eco-friendly.

That's why Blupura manufactures exclusively mains-fed (POU) water coolers: to reduce the consumption of plastic bottles, but this was not enough. To be really eco-friendly and different from the others, as a consequence, there was the need to use hydrocarbon gases, fluoride free, with better performance and zero impact on global warming.

**When did you first begin to consider using the (hydrocarbon) R290 refrigerant for your coolers? and what were the main challenges in changing to the use of this gas?**

As already said, since the first day of Blupura's foundation, Luca Costantini and Gianni Grottini decided to use the natural gas R290 and the first water cooler of Blupura was already working with the R290, the first ever in the industry.

The main challenge was to find a supplier, and secondly the right compressor that could work with our systems.

Ten years ago, the range of compressors working with R290 was very poor and the R&D department had to adapt the projects to these existing compressors. Also, the certification tests hadn't been so easy. Not all certification authorities were aware of this type of technology and the experience in it was very low in the market.

**What are the key benefits of R90?**

R290 is a refrigerant grade propane, a natural refrigerant suitable for use in a range of refrigeration and air conditioning applications, part of the hydrocarbons gases family (HC). The use of R290 in water coolers definitely benefits the environment because of the low GWP (Global Warming Potential) rating of HCs,

**R290 in water coolers definitely benefits the environment**





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while the excellent thermodynamic performance significantly optimises the energy efficiency of the system. In fact, the energy consumptions of a water cooler working with HCs is 15% lower than the one working with HFCs as it is the R134a. Moreover, because of its thermodynamic attribute, it allows compressors to be much smaller, and consequently space savers.



**What other steps has Blupura taken to improve carbon footprint for itself and for its customers?**

Blupura has activated several marketing campaigns for promoting the use of the natural gas R290 in its water coolers, the high quality of tap water and so the re-use of glass bottles. A lot has been done through the installation of several outdoor water vending machines, that we named City, in our region, as well as all around Italy, Eastern Europe, South America and the US.

Luckily also the European legislation is moving in our favour. In fact, in 2020 the EU will ban the use of R134a gases in the refrigeration industry, and very soon also other countries will move into this direction. Other significant campaigns have also been held in the hospitality industry.

**Do you think the water cooler industry is doing enough to improve environmental efficiency?**

I can positively say that mains-fed (POU) water coolers are becoming more and more popular than before and I think this is already a very positive impact for the environment, but, to be honest, the industry isn't doing enough. Surely, there is a significant reduction in the distribution and disposal of plastic bottles, which is very good for the environment.

A lot of initiatives has been activated, few of them has been successful, but much more could be done. We'll see what will happen in the next years.

**Finally, what's next on the 'green' journey for Blupura?**

Today we can say we've finally convinced the European user of the positive impact that could have into the environment by choosing a water cooler working with the natural refrigerant gas R290. The next step will be to conquer the heart of Americans that are not yet familiar with this new generation of water coolers. ●

**Choosing a better future**

**Italian water cooler manufacturer, Zerica, is proud of its environmental credentials. Refreshment spoke to Zerica UK business development & account manager Gemma Tuxford.**

"The water market is still dominated by bottled water coolers, but Zerica decided long ago to heavily invest in mains-fed (POU) coolers which dispense filtered and purified still, sparkling and even boiling water, but which in no way contribute to the environmental pressure caused by producing, transporting, storing and disposing of the many plastic bottles necessary for bottle-fed water units.

"Apart from the lack of waste, Zerica's coolers are also highly efficient. Zerica is the company which originally developed Direct Chill cooling, a revolutionary system

at the time, without an accumulation tank, and now a world standard. Zerica's patented High Performance Direct Chill (HPDC) is the improved version of this. Not only is it still the only system in the world able to dispense chilled water in under 3 minutes from activation, but it also manages to do this whilst also being up to 70% more energy efficient than any other comparable conventional cooling system.

"Zerica's latest innovation is also a masterclass in efficiency. The unit is truly a world first and is a combined boiling water plus

**Over 30% more energy efficient than traditional hot drinks units**



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## Sustainable innovation

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cold water dispenser. Using Zerica's exclusive Eco Pulse Boiling System (EPBS), hot water is available on demand at temperatures of up to 99°C, surpassing all market standards. It works by using 'pulses' of energy rather than simply being 'on' or 'off', making it over 30% more energy efficient than traditional hot drinks units plus you have cold water too! Thoughtfully and precisely designed and engineered to be extremely energy efficient and environmentally friendly.

"In addition, Zerica's new units all have a low energy 'sleep' mode so, again, energy usage is minimised and optimised.

"Even the cabinets of Zerica's units are made of stainless steel making them easy to dispose of and recycle.

"Zerica really prioritises environmental issues and choosing a Zerica cooler also means choosing a better future for our planet and for everyone on it." ●



## More eco-friendly than ever



**Oasis has also made substantial moves in sustainability. Refreshment magazine spoke to business development manager, Europe, Sonja Klacar.**

"2014 saw the passing into EU law of the F-Gas regulation. The purpose of this regulation is to limit (and finally ban) the use of so-called F-Gases. These F-Gases include the most widely used refrigerant in the water cooler industry – R134a.

"The use of R134a in water coolers for domestic customers has been banned since 1 January 2015, with a similar ban for commercial customers coming into effect on 1 January 2022.

"Following extensive development and field testing, Oasis has launched the 'ecooler' range of water coolers. The entire removable reservoir (RR) family of water coolers – bottle and mains-fed (POU) – can now be supplied with the environmentally friendly hydrocarbon refrigerant isobutane (R600a). Oasis has independently and successfully

tested the ecooler range against all European safety standards related to the use of flammable refrigerants. "The key benefits of the new ecooler range of water coolers are:

- Meets all future legal obligations of the F-Gas regulation
- Greater than 25% reduction in energy consumption compared to equivalent R134a refrigeration system
- The global warming potential of a cooler filled with R600a is 1,000 times less than the equivalent cooler supplied with R134a." ●



Oasis has launched the 'ecooler' range of water coolers



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### EVA encourages sustainable cooling through CoolingEU



**EUROPEAN  
VENDING ASSOCIATION**  
Coffee Service & Vending Solutions

**As an observer member of the new cross-sectoral CoolingEU platform, the EVA shares developments and challenges in the vending industry with similar industries producing or using cooling, with the aim of adding our voice to calls for greater support from the EU and member states for sustainable cooling technologies.**

As cooling demand is predicted to increase over the coming years, CoolingEU has been set up in order to raise awareness about

the need for efficient cooling and innovative technologies, a need often overlooked by policy makers and the public in contrast to the electricity or the heating sectors.

CoolingEU therefore calls:

- On Member States and the EU to address cooling in a proper manner
- For a system-level approach linking cooling to the wider energy system in EU policy
- On the EU to raise awareness among citizens and energy planners
- On the EU to increase research funding
- For the inclusion of cooling related data in statistics.

CoolingEU was officially launched last summer, followed in the Autumn by a first roundtable discussion event on the future of cooling with politicians and a range of industries in the European Parliament.

### European energy measurement standard for vending machines

**At the end of 2015, The European Committee for Standardisation (CEN) and the European Committee for Electrotechnical Standardisation (CENELEC) published a new approved methodology for measuring the energy consumption of refrigerated vending machines.**

The purpose of this new standard – EN 50597(2015) – is to officially harmonise the calculation of the consumption of refrigerated vending machines, and to allow the European Commission in enacting legislation to reference this as an approved calculation method for vending machine manufacturers across Europe.

Specifically, the upcoming EU Regulations on Ecodesign and Energy Labelling Requirements for refrigerated vending machines require a linked European-wide measurement standard.

The existing European Vending Association (EVA) Energy Measurement Protocol (EMP) will be replaced by EN 50597 in 2018. ●

### Why is this platform relevant for vending?

The cooling needs for vending machines vary depending on the products which are required to be cooled, but essentially it is to inhibit bacterial growth and ensure a hygienic product and/or to maintain a desirable product temperature.

An increase in research funding for innovative technologies for use in vending machines would no doubt be welcome. The recent EVA Expand project, which developed an efficient expansion device prototype for natural cooling systems in vending, is one example of how funding can assist vending manufacturers in developing cleaner and more environmentally friendly machines. The EVA believes that although vending manufacturers have taken significant steps over the last years to develop much more efficient machines, with more governmental support, as yet unknown innovations could be integrated into the machines on sale tomorrow.

Legislation impacting refrigerated vending machines is also driving a greater need for sustainability. For example, requirements included in the EU F Gas Regulation 517/2014 will impose some challenges for the cooling systems of European vending machines.

The current cooling systems extensively use either HFC r404a or HFC r134a as the refrigerant, which will be prohibited by 2020 and 2022 respectively. Even before these dates, vending manufacturers will likely find it harder and/or more expensive to source these refrigerants due to a wider phase-down in their availability.

Therefore, the transition to either hydrocarbons or CO2 as the new refrigerant could be earlier than initially expected.

Furthermore, the upcoming Ecodesign and Energy Labelling Regulations – expected to be approved this year – will introduce increasingly stringent measures on chilled vending machines and eventually ban the least efficient models from being placed on the market.

Efficient cooling systems is one key way of ensuring an efficient and sustainable vending machine overall. ●

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## Sustainable innovation

### Reducing GHG emissions

**Grounded in insights about consumer food and beverage preferences and how the vending experience is perceived, PepsiCo Foodservice launched Hello Goodness in December 2015 to meet the rising consumer demand for healthier on-the-go options throughout the day.**

Hello Goodness harnesses the power of PepsiCo's broad food and beverage portfolio, as well as world-class design capabilities to offer consumers the on-the-go options they are asking for as part of an elevated consumer experience.

Since launch, PepsiCo has placed more than 40,000 Hello Goodness units in market – units include interactive vending machines, coolers and racks – across numerous channels which frequently lack quick and convenient better-for-you snack and beverage options.

Hello Goodness is meeting operators' needs for a modern take on vending and driving business success for PepsiCo Foodservice and our customers.

Since 2007, GHG emissions have been reduced by 18%

PepsiCo North America Beverages is committed to minimising the environmental impact of its refrigerated equipment by reducing greenhouse gas (GHG) emissions through energy reduction and the use of HFC (Hydrofluorocarbon)-free refrigerants and blowing agents used in insulation materials.

### Green features

**UK vending machine manufacturer Westomatic Vending Services has recently seen an increase in demand for its versatile Azure machine, which enables sites such as offices and factories to offer chilled and filtered water, as well as carbonated and flavoured options, at the push of a button.**

Marketing and communication coordinator Ben Farrer said:

"Underneath this functionality, the machine has green features which make it a perfect choice for businesses that care about their carbon credentials.

"The Azure's sensor allows users to use their own cup or bottle when dispensing from the machine, meaning that plastic cups and bottles can be reused or are not needed at all.

"It also has an energy performance rating of A++, so sites can reduce energy consumption costs and benefit the environment. Another key carbon footprint reducing feature is the low use of lighting.

Lighting is kept to a minimum, to reduce energy consumption even further, whilst ensuring the machine is easily navigable even in low-light areas.

"We recommend hosting the Azure with a model from our Sigma range which also offers the same cup sensor feature to create a disposable cup-free coffee and water solution for the workplace." ●

A perfect choice for businesses that care about their carbon credentials



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Accordingly, and in pursuit of PepsiCo's Performance with Purpose vision, the company set a goal of all equipment to be 100% HFC free across all refrigeration systems by 2020 in the US and by 2025 globally.

Since 2007 when these efforts began, GHG emissions have been reduced by 18%.

PepsiCo is implementing various efforts across our equipment (coolers and vending machines) to make these reductions.

Examples include:

- Converting to HFC-free insulation for coolers by using Cyclopentane, Ecomate and CO2 as blowing agents in insulation materials
- The use of completely HC-free refrigerants in equipment
- In 2014, the company created a pilot to test solar coolers across five countries, which provides a solution for electricity-challenged countries using a combination of solar and battery operated technology.
- Employment of technologies like LED lighting, ECMs (electronically commutated motors), hydrocarbon refrigeration technologies and energy management devices that optimise the energy usage of equipment. ●



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# Green futures

## Sustainable innovation

### Thinking different, making better

Filters are probably not the first thing you would think about when considering environmental sustainability for machines. Refreshment spoke to Icon Technology Systems senior vice president EMEA, and Watercoolers Europe chairman Derek Callaghan.

**When did Icon first realise that sustainability issues were important, and what were the first steps you made to begin your environmental responsibility journey?**

The foundation of Icon Technology systems was created with a specific emphasis on environmental sustainability. We have always been of the belief that making products that are sustainable was at the core of why we do what we do. Fortunately for us, the industries we serve now share a similar philosophy and that now given a choice, the decision makers will prioritise an environmental solution to a problem over one which is less sustainable.

**When did you begin to develop the eco3 range and what were the biggest challenges you faced?**

Our philosophy at Icon has always been 'Thinking Different, Making Better'. We work hard to improve and re-engineer the conventionally accepted ways of doing things. The majority of our senior management have a background in the bottled water and/or mains-fed (POU) cooler industry and they were struck by the fact that while there has been consistent innovation in the areas of water cooler, caps, sanitisation, bottles etc, the filters being used have changed little in the past two decades or more.

The industry was very aware that the filters being used either meant a large amount of material going to landfill or required the messy and time-consuming job of pulling apart a heavily soiled

cartridge, sanitising it and replacing the carbon. We believed the industry wanted to embrace the more environmental approach to re-using the plastic housing but without the costs associated with the existing environmentally friendly alternative. Thus, the eco3 range was born!

**What are the key benefits of the eco3 range?**

The three cornerstones of our filters are: **eco-nomical**. As you are re-using the expensive plastic housing the distributor saves money, only buying the replacement cartridge for all future filter changes. **eco-pure**. The sealed bag that surrounds the carbon insert, keeps the carbon contamination free at the point of replacement. It also ensures the used cartridge has all the residues contained within the bag thereby leaving the messy job of cleaning the plastic housing redundant. Water never comes into contact with the housing. **eco-friendly**. Re-using the plastic housing saves millions of tonnes of plastic from going into landfill.

**Do you think the industry is doing enough to improve environmental efficiency?**

I think that the industry is working well to provide the solutions needed to be as efficient as possible. We can always do better and as long as suppliers continue to offer sustainable solutions to problems then the end user will always choose the 'greener' alternative all other things being equal.

**What's next on the 'green' journey for Icon Technologies?**

We have just launched a reverse osmosis system which is industry leading in terms of the amount of rejected water needed to produce one litre of RO water. As you know, most of the current systems on the market vary greatly in the amount of water used in order to produce one litre of drinking water. Most systems will reject 3-4 litres of water in order to produce one litre of quality RO water and even the best systems will only offer a reject rate of 1-2 litres for every litre produced. Our latest system will produce 3 litres of RO water for every litre rejected which is a revolutionary advancement particularly in areas that may suffer from water rationing during dry periods. ●

We believed the industry wanted to embrace a more environmental approach

Look out for special feature on water filters in the next water quality themed issue of Refreshment magazine



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## Sourcing 100% renewable energy

**Eden Springs now powers all 17 of its operations in Europe with energy from renewable sources including wind and solar.**

Since 2010, Eden has been offering CarbonNeutral water and coffee solutions to its customers in nine countries as well as being a certified CarbonNeutral® company in the UK and Switzerland.

Now, sourcing 100% renewable energy to cover electricity consumption for all its European operations and achieving certified CarbonNeutral electricity use is the next step in Eden Springs' journey to reduce its emissions as a company.

"By sourcing 100% renewable energy in all our locations in Europe, we are further demonstrating our commitment to climate action," said Eden Springs marketing & communications director Catherine Stidwell. "Our employees can be proud that their computers, the lights above their heads and of course their water coolers, are all powered by zero-emission electricity produced by solar, wind and hydropower plants local to our offices in Europe."

Natural Capital Partners and its assessment partner, Quantis, validated the energy consumption of all Eden Springs' European locations. Following best practice guidance from The CarbonNeutral Protocol, the global standard for carbon neutral programmes, Eden Springs then sourced the equivalent amount of renewable electricity for each office through the purchase of Guarantees of Origin (GOs) across Europe and Renewable Energy Guarantees of Origin (REGOs) in the UK.

By tracking the electricity from its point of generation to its point of consumption, GOs and REGOs certify that Eden Springs' offices are consuming only the renewable electricity generated by selected producers in the region. Eden Springs was one of the first companies to source UK-generated renewable energy through unbundled REGOs from small-scale solar and wind farms. ●



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# IoT

## Everything is connected with the Internet of Things

The Internet of Things (IoT) is a concept where smart technology enables everything to become connected. Often also termed 'Industry 4.0' or 'the fourth industrial age', IoT is fast becoming the most important development for any business looking to enhance the consumer's experience while simultaneously gain invaluable real-time information.

As trailed in the last issue of Refreshment, three separate innovations in the second half of last year focused on the power of IoT, so we've taken a closer look at Flowdaq, Hydrate.Direct and Water.IO, plus some other recent developments which embrace IoT's brave and exciting new world.



### From 'rota based' to 'demand based' routing

We featured Irish tech start-up Flowdaq in the last issue of Refreshment. Flowdaq's technology actively counts bottle changes on bottled water coolers and reports the information back to the distributors's route planning and management systems via IoT networks.

As we planned our focus on IoT in the water cooler industry, we talked to co-founder Cathal Ennis.

"Flowdaq has its origin in a simple observation made by a logistics manager: a delivery operative arriving at a customer site with a trolley load of water that was not required due to a quiet period with reduced staff numbers. What a waste of effort and resources.

"Distribution managers throughout the industry are all too aware of the scenario described. It happens as a result of rota-based delivery

systems where actual usage is never known until the delivery driver arrives at the cooler to replace the empty bottles.

"Flowdaq launched a research and development process to develop a technical solution that would provide the 'missing piece of information' (how many bottles are needed), at a price point that would make

widespread adoption and implementation a no-brainer, with running cost being covered by the system enabled sale of even one or two additional bottles through the cooler each year.

“Early testing and prototype development proved the technical concept, and advances in IoT connectivity options and coverage made the running cost, and hence the business case, more and more compelling.

“The concept has received strong validation from all levels of the bottled water cooler industry, particularly from those at the coalface of day-to-day distribution management. Feedback confirms the potential direct cost savings of avoiding unnecessary delivery attempts, but further, it sheds light on the hidden costs of delivery errors – lost bottle sales due to customers running short; customer churn rates driven primarily by delivery speed and reliability issues; staff morale suffering due to wasted delivery efforts; and of course the environmental impact of distribution inefficiencies.

“Industry buy-in being such an important ingredient in the success of the project, we were delighted to partner with some major industry players throughout the development process. Oasis has collaborated with us on the hardware development and productisation path, and Activewhere has collaborated on the software integration process. In this way, even through our ongoing field trials, we have demonstrated to potential clients how the Flowdaq system can retrofit and integrate with their current systems.

“The benefits that the Flowdaq system will provide for distributors all stem from knowing exactly how many bottles are needed at every cooler location every day. Knowing this simple piece of information will be transformative – it will flip routing systems from ‘rota based’ to ‘demand based’ and enable a host of more efficient routing practices such as generating dynamic routes based on truck loads within a specific area, or knowing to add additional calls to a route list that will deliver anything less than a full load.

“The end user will benefit from the resulting reliability of the delivery service. The customer will not need to place orders for water, and in the case of large accounts, facility managers will have excellent insight into usage patterns throughout the account on a per location, and even a per

cooler basis. Large nationwide accounts will, for example, be able to specify SLA terms built around minimum stock levels rather than around required delivery frequencies which can be quite onerous and inefficient.

“IoT is a buzz word. Everyone recognises that the technology will be disruptive and transformative, but it can be difficult to imagine the direct impact on any given industry. The bottled water cooler industry, in its stubborn and pragmatic way, has a history of embracing innovations that are driven by necessity, and forsaking those founded on frivolity. ‘New and cool’ is not enough – what does it do for the product and service offering? For the customer experience? For the bottom line?

“Flowdaq harnesses the power of IoT technology to deliver benefits for the bottled water cooler industry exactly where they are needed.

“Final stage development continues alongside ongoing field trials and we expect to launch later this year.” ●

**Knowing exactly how many bottles are needed at every cooler, every day**

**Actual usage is never known until the delivery driver arrives at the cooler**



## Everything is connected with the Internet of Things

### Connected hydration cap

Israel-based Water.IO's Connected Hydration Cap won the Best new cap or closure category in Zenith Global's Global Bottled Water Awards. Refreshment spoke to co-founder and chief technology officer Nimrod Kaplan to find out more.

#### What is Water.IO, and what inspired you to start the company?

Water.IO provides smart solutions to help prevent dehydration, but we're much more than that. As innovators, we've helped move the beverage and food industry into the Internet of Things and the big-data arena.

I'm sure you've heard it before, but it bears repeating, 'Water is life', it's a basic need of every living being on earth. For humans like us, it optimises our health and powers our body. Unfortunately, in today's hectic world, people rarely get the amount of water that they need on a daily basis. Even athletes sometimes forget to drink water. Dehydration is prevalent in our culture today.

Water.IO helps people remember to drink through their disposable water bottles. The bottles remind them when they need to hydrate. Our innovative smart cap technology sensors can be used by any cap or closure manufacturer, as well as any bottles. This enables the bottle to measure how much liquid is in the bottle; the alert is delivered via blinking lights when the customer needs to drink more, based on his personal profile. We can turn any standard disposable bottle into a smart bottle and the caps moves from bottle to bottle with you. At the same time, this smart cap also sends information to the customer's smartphone. Through this feature, we offer beverage companies priceless data.

For the first time, beverages companies can acquire real-time analytics about who their customers are, how they drink, when, where and how this is related to other factors such as weather, sport activity, geography, age.

#### Tell us about the development process for the smart bottle caps. What technology have you used?

We have developed an advanced, patented sensors technology that can fit into any standard bottle cap. It is available in different sizes and formats. We also developed an exciting application and API on the smartphone that can be personalised with the beverage company brand. Through this, beverage companies benefit from a direct engagement with their customers.

Through our web-based analytics dashboard, beverage companies can get real-time data about their customer's behaviours and needs. This data is exclusive; and Water.IO is actually the first to add IoT into food and beverage packaging in such a model.

#### How do smart bottle caps enhance the consumer drinking experience?

We help customers improve their health and wellness by understanding their hydration needs. For example, Dave is a customer who usually drinks Beverage X. A few things happen when the Water.IO sensors are added to the cap. Dave downloads an app to his smartphone (we tailor our app to match the look and feel of the beverage company's branding.) Dave registers the app and adds basic information – such as his age, height, weight.

Through this information, the app builds a personalised drinking profile for Dave. Now, every time Dave uses any of those drinks from Beverage X, the smart cap measures the amount of liquid in the bottle, and when he needs to drink



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more, the bottle starts to blink. The smart cap knows more than just the data Dave has input. It knows if it's a hot day where Dave is located, and accordingly, the algorithm updates in the background, giving him recommendations to hydrate more often. If Dave is spending a lot of time outside, again, he gets updated alerts, personalised just for him.

We also have models of our caps that don't need the smartphone, and can alert users based on how much time has passed since they last drank. We have additional sensors and form factors to work with different caps models, all based on the caps and the beverages companies' needs.

#### **How do the caps benefit the drinks brands that use them?**

Let's face it, drink brands today are doing pretty much what they did a hundred years ago: they put a liquid in a bottle, put a cap on top of the bottle and ship to the point of sale. From that point on they are blind when it comes to their customers. They don't know who bought the drink, how he or she consumed it, when, where and how this is related to his or her age, or sport activity. They don't know if the bottle has been refilled.

The beverages industry has relied on focus groups, researchers and similar ways to try and understand all this information, but this only gives a small picture of their customer profiles. It's not real-time data and it's only a sampling of the data. Water.IO is about to change all of that. Drink brands will be getting raw, accurate data for the first time, in real time. This powerful knowledge will help drink brands to understand and create accurate profiles of their customers. We're in the 21st century and beverage companies can develop better products and engage directly with their customers using this technology. Of course, this means enhancing customer loyalty, which will ultimately lead to more sales.

#### **When will Water.IO's caps be available to purchase? What's your plan for the next coming year?**

Water.IO's solution, which is comprised of the smart cap sensors technology, the software and the analytics engines and big data algorithms, are already available. We are working with some of the most exciting companies in the domain. Based on the relationships that we have already built, we've been fundraising to accelerate the development, manufacturing and sales capacity that will enable us to expand globally.

## **Self-ordering coffee machine**

Illy has introduced a connected version of its Y5 single-serve espresso machine, which uses coffee capsules and integrates the Amazon Dash Replenishment System (DRS).

Introduced at the 2018 Consumer Electronics Show, the Illy Y5 DRS keeps track of coffee capsule usage autonomously, and the DRS allows the machine to automatically order new coffee capsules from Amazon when it detects it is running low.

An app is also available for both Android and iPhone users, which connects to the machine via Bluetooth and allows users to start coffee and espresso brewing, schedule daily brewing times, and customize cup volume and temperature.

The Y5 DRS is available from Amazon and the machine can brew medium roast, dark roast and decaffeinated varieties of coffee.

Barry Sheldon, president and COO of Illy North America said: "Our new Y5 DRS system and app work seamlessly to empower coffee connoisseurs to enjoy all that illy has to offer, and automatically reorder capsules with Dash Replenishment.

"The potent combination of remote operation, custom-tailored coffee and espresso options, and simple capsule reordering through Dash Replenishment means loving every cup without the worry of ever running out." ●

**Loving every cup without the worry of ever running out**



## Everything is connected with the Internet of Things



### Water delivery at the touch of a button

**We first talked about the launch of Hydrate.Direct in the first issue of Refreshment and promised to find out more. As we focus on the impact of the Internet of Things, we talked to Herbie King to discover more about water delivery, literally 'at the touch of a button'.**

#### **When and why did the idea for the 'smart button' come about?**

I think the integration of any new technology into a business has to come about because of a specific need. This is what we found with Hydrate.Direct. We saw that customers buying bottled water for their water dispensers are often stuck on prescribed delivery routes from their supplier. We thought, why not provide these customers with a way to get their water on demand?

In an age of greater consumer control, the smart button provides exactly that: customers press their button and receive their water next day. The customer's life is made easier. There is no need to phone, email, complete forms online, or wait for a water delivery when it suits the supplier.

The smart button helps solve a specific need, and I think this is why it has been so successful.

However, Hydrate.Direct is not just about a small piece of tech. It is about taking our industry into the cloud and changing the fundamental business model. I'll give two examples to whet your appetite: 1) Hydrate.Direct has no delivery staff; 2) Payment is taken on order – no credit terms. Eradicating a debtors ledger is a fairly big change in the HOD delivery model.

#### **What were the major challenges you faced in development and how long did it take to get to launch?**

It took us six months to launch, and this included getting all of the logistics and fulfilment in place – there wouldn't be any point having a smart button without the means to get people their water!

One of the main challenges we faced was being one of the first companies to use this technology in the UK. As with any early adopter of a new technology you are learning the lessons first. This meant waiting for production of buttons that had a certificate for the UK and Europe. We

also integrated our service in with the security of Amazon Cloud Computing and technology – our buttons are tested and secured by the world's largest cloud provider. This is an important message to deliver to our customers as we are integrating with their digital network.

We also integrated the button with our eCommerce platform. This is something that hadn't been done with any similar platform in the UK before. We were lucky that we didn't have any major hurdles to stop us from our launch date of June 2017, and we have a great team with lots of technical know-how, who were able to identify and address any potential issues early on.

#### **What has been the reaction to this innovation from the industry so far?**

We've seen a lot of interest from other water suppliers who can see the advantage of providing customers with more control in ordering their water – both in the UK and beyond. The need we are meeting is familiar to people in the industry; and I think that the fact we have a scalable solution that doesn't require expensive hardware is an attractive proposition.

#### **What are the major benefits for distributors?**

There are several key benefits for distributors. As mentioned above one is this technology doesn't require a huge investment in expensive hardware. We know about smart machines, and the intelligent water coolers that reorder water automatically. However these are expensive – both from a distributor, and customer perspective. The smart button by comparison solves the same problem but at a marginal cost. Another benefit is perhaps the most obvious: once the customer is using your branded button for their repeat orders they will stick to only ordering your product. The button therefore acts as a powerful marketing tool – creating the sort of 'lifetime customer' that we might previously have spent large marketing budgets trying to obtain.

Lastly the button is retrofit – it can easily be fitted to new water coolers and existing water coolers in the field. If it goes wrong then you simply have to send out another button and not replace the whole water cooler.

#### **What are the major benefits for end-users?**

Our customers enjoy having more control about when they receive their water. One might argue



that ordering water shouldn't be that difficult, and that we've all become too lazy in wanting these types of time-saving devices. However if you were like many of our customers who've had difficulty getting water from their existing water supplier, then having the control of ordering at the press of a button is a big thing. Importantly it also means that our customers never run out of water.

It is this kind of 'on-demand' service we feel is a big benefit for end-users. Compare the experience of ordering on Amazon at the moment with immediate email confirmation, text confirmation on delivery time slots and next day delivery. We are an industry dominated by luddites. We have to change to stop the threat of companies like Amazon. We are not an Amazon-proof industry.

**Do you think the industry really understands how powerful the IoT can be in improving its business?**

It's an interesting question, and one that I think will be answered as we see the growth of IoT in other industries. As well as a water business we are also a technology company, so we want to keep up with everything that's happening in the world of IoT. We attended several events last year about the growth and future of IoT, and one thing that is unanimous across all industries we've spoken to is that IoT is going to be huge, and the growth rapid. In the very near future consumers will expect 'on-demand', automation, and time-saving services to be the norm. How quick the industry is in adopting this technology remains to be seen.

**Finally, do you think the water cooler industry is quick enough at adopting new technologies?**

In a word, no. It seems to me that there is desire to keep the status quo in the industry, that can at times feel rather insular and staid. If you consider that the average age of a water cooler company owner is 60+ it doesn't surprise me that the adoption of new technologies can feel a bit daunting.

But this is where we've seen an opportunity: rather than thinking about investing in new technology in the next five years, we are nimble enough to just go and do it. And in the smart button we have found the perfect solution to providing a future-proof device for an ever-changing consumer market. ●



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# IoT

## Everything is connected with the Internet of Things

### Cool just got a whole lot cooler



What does IoT actually mean, when applied to water coolers?

Refreshment spoke to Zerica UK business development & account manager Gemma Tuxford. "Zerica's latest products are brimming with IoT technologies. Innovation is Zerica's middle name, and our coolers have just got a whole lot cooler.

"The intuitive and entertaining interactive 10" touchscreen interface gives access to information about dispensed volumes in real time and lets users modify settings such as target water temperature,

dispensing portion size and whether sparkling water is enabled or not. But that is not all.

"Real time data collection and transmission over the internet means that all this and more can be managed remotely via an internet portal. Zerica uses advanced telemetry to collect and publish a wide range of data on the portal. Technical measurements of what is going on inside the machine such as voltage, pressure, temperature and more are all available. With such high levels of management and monitoring available remotely, the job of technical support is massively facilitated. Engineers can diagnose remotely and go to site confident they have the right tools and spare parts for the job and in some cases, they can actually solve the problem remotely.

"Environmentally-friendly energy saving sleep periods can be programmed into the 'day' of a machine and the touchscreen can even work for distributors as customisable videos and adverts can be uploaded to 'animate' the cooler.

"It goes without saying that more basic information such as when a service is due and when a filter needs changing can be accessed on screen or via the portal, plus email alerts can be sent if required.

"Zerica: cool just got a whole lot cooler!" ●

### In-car ordering

What about IoT technology on the move? In the United States, General Motors is rolling out 'Marketplace', which it claims is the automotive industry's first commerce platform for on-demand reservations and purchases of goods and services.

"The average American spends 46 minutes per day on the road driving. Leveraging connectivity and our unique data capabilities, we have an opportunity to make every trip more productive and give our customers time back," said GM vice president for global connected customer experience Santiago Chamorro.

"Marketplace is the first of a suite of new personalisation features that we will roll out over the next 12 to 18 months to nearly four million US drivers.

"For most retailers and consumer brands the daily commute is the only time not accessible in a consumers' day," said Chamorro. "Marketplace gives merchants the ability to more safely engage with drivers and passengers in a meaningful way that provides true value for our customers." ●

Marketplace is designed to be used while driving. It leverages machine learning from real-time interaction data, such as location, time of day and a driver's established digital relationship with third-party merchants, to offer highly personalised experiences. Adhering to industry distracted driving guidelines, as well as GM's strict in-house safety guiding principles, GM designs its in-vehicle systems to minimise manual interactions, helping drivers keep their eyes on the road and their hands on the wheel.



## Just Eat's takeaway wand

OK, so this isn't in coolers, office coffee or vending – but this online food delivery service innovation is a great example of IoT technology literally putting choice in consumers' hands.

UK-based Just Eat has launched a 'magic wand' that allows consumers to summon their favourite takeaway by waving the device.

Users activate the wand by pressing a button and waving it. It then communicates with the Just Eat app using Chirp soundwave technology. It transmits an encrypted sound signal to the mobile app, triggering it to users' last order via Just Eat. Once payment has been made, the LED tip flashes

to confirm the order has been placed. Only one order can be placed each hour to reduce the chance of accidental multiple orders.

According to Oxford University food scientist Professor Charles Spence, the wand can also make the food taste better by bringing a sense of fun to the occasion. "A wand has a special place in our psyche, thanks to the popularity of magic shows and Harry Potter," he said. "It appeals to our inner child and evokes happy memories. Anything that makes your mind happier, makes your taste buds happier." ●



## Smarter coffee

UK-based 'connected home' company Smarter, already renowned for its app-based FridgeCam – which allows consumers to monitor stock in their refrigerator at home while on the go – and its app-controlled iKettle (as seen in a previous issue of Refreshment magazine) has launched the second generation of its Smarter Coffee machine.

The WiFi connected Smarter Coffee machine – which also works with Google Assistant and Amazon's Alexa – can learn and remember when users have their morning cup of coffee; can be programmed to use specific timers set by the user; utilises geo-caching to know when the user is returning home; or can simply be switched on via a smart phone. It grinds and brews fresh beans, can create a variety of strengths and has sufficient water capacity to make 12 cups of coffee.

The new Smarter App is available on iOS and Android to enable remote operation and programming, but the control panel also allows it to be used as a normal coffee machine. ●



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# Event previews

## The not-to-be-missed events for the coming year

Industry events create an unbeatable opportunity to catch up with innovations and trends, network to make new contacts and meet up with old friends. Here is a list of 2018's unmissable conferences and trade shows on which we will be reporting, during the year ahead.

### MARCH

#### Hotelympia

5-8 March, ExCel London, UK  
(see also page 47)

British Water Cooler Association (BWCA) conference and trade fair  
8 March, Nottingham Belfry, Nottingham, UK (see also page 49)

Zenith Global's 2018 UK Bottled Water Conference  
15 March, Congress Centre, London, UK (see also page 47)

The NAMA Show (The OneShow)  
21-23 March, Las Vegas, US

WQA convention and exposition  
26-29 March, Denver, Colorado, US  
(see also page 48)

### APRIL

Vendex Midlands  
24 April, National Motorcycle Museum, Birmingham, UK  
(see also page 49)

### JUNE

Venditalia  
6-9 June, Fiera Milano City, Milan, Italy

### NOVEMBER

Vendex North  
13 November, Manchester, UK

Brau Bevale  
13-15 November, Nuremberg, Germany

International Bottled Water Association (IBWA) annual business conference and trade show  
12-15 November, Hyatt Regency, New Orleans, Louisiana, US

### OCTOBER

Watercoolers Europe (WE) conference and trade show  
16-18 October, Dublin, Ireland

Caffè Culture 2018  
16-17 October, Business Design Centre, London, UK

Zenith Global's 15th Global Bottled Water Congress  
22-24 October, Royal Palace Hotel, Evian, France

Other events will be confirmed shortly, so keep reading Refreshment magazine or visit [www.foodbev.com](http://www.foodbev.com) for updates.

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## Hotelympia 2018

**Hotelympia will be staged at ExCel in London from 5-8 March.**

For 2018, the UK's leading hospitality event is introducing four exciting and contemporary shows, united under one roof, as part of a fresh new identity.

Each of the four new shows will be specialist events in themselves, benefiting from the 'Hotelympia-effect' – a market-leading brand with the heritage to attract over 30,000 visitors.

The Professional Kitchen Show is set to offer 2018's very first and most comprehensive view of everything new in catering equipment and kitchen design.

The Interiors and Tableware Show will offer visitors an array of innovative suppliers – including pioneering design houses and interior specialists – and experiential features backed by specially-commissioned insight.

The Foodservice Show incorporating Café Commerce will celebrate the dynamism, diversity and depth of innovation within this market. As well as hosting key suppliers and artisan start-ups, the show will include a very special Café Commerce section, flooded with innovative coffee-focused suppliers.

The Hospitality Tech Show will champion the brightest, best new products and solutions emerging from hospitality tech players. A special Hospitality Tech Innovation Theatre will be at the heart of proceedings. Through a number of insightful seminars, panel discussions and talks around key issues, the Innovation Theatre will demonstrate Hotelympia 2018 as a thought leader

around the most pressing technological issues and challenges.

As part of the show, Hotelympia has partnered with SquareMeal, the market-leading independent restaurant guide, to create a survey that delves into the minds of modern diners. The results are now in, and are set to be unveiled in a unique experiential installation at the show that will highlight 2018's emerging consumer trends and influence key buying decisions.

The world's greatest culinary competition, International Salon Culinaire, also returns to Hotelympia as part of The Foodservice Show, presenting new challenges and showcasing fresh talent. Student and professional chefs will be called upon to do battle in over 100 competitions, demonstrating their skills in the hope that they can follow in the footsteps of many of today's leading UK chefs.

The final day of Hotelympia (Thursday 8 March) is set to become Women in Hospitality Day, as the show marks International Women's Day with a programme of content celebrating inspirational female talent and furthering the conversation on women in the industry. Inspirational speakers include newly appointed Government Night Czar, Amy Lamé; chef at Le Gavroche, Emily Roux, and winner of Great British Menu 2017, Pip Lacey. The programme of content is being specially curated by advisor and founder of social enterprise, Women in Travel CIC, Alessandra Alonso. ●

**Four exciting and contemporary shows, united under one roof**

## 2018 UK Bottled Water Conference

**Zenith Global will be holding its 26th UK Bottled Water Conference on 15 March at the Congress Centre, London.**

The event brings together leading bottled water companies, key industry suppliers, retailers and advisers for a day of networking and insight sharing.

10 years ago the bottled water sector faced a number of challenges, from economic slowdown

to a growing demand for reduced environmental impact. While these pressures remain, bottled water's responsiveness, healthiness and innovation have become a driving force for market growth. Volumes are surpassing previous expectations as consumers swap traditional soft drinks for

# Event previews

water based drinks, with flavour and functionality becoming ever more popular.

Under the theme of 'New priorities for bottled water', this year's delegates will hear from established brands as well as newer entrepreneurs who are helping to shape tomorrow's market.

During the opening session, Zenith will provide perspectives on 2018 UK bottled water market developments, with additional analysis from Kantar and Bridgethorne on consumer and retailer expectations and priorities. The second morning session will include an international keynote from US leader Niagara Bottling Executive Vice President Rali Sanderson, followed by other leading producer views on maximising growth opportunities and on the potential for collective action.

In the afternoon there will be discussions on industry policy issues with contributions from

Coca-Cola, RECOUP, the Association of Convenience Stores, the British Retail Consortium and The Co-operative. There will then be a look at how established brands are evolving, with presentations from Nichols and Ugly Drinks. The conference concludes with a chance to hear from some of the newer entrants in an entrepreneur shoot out involving start-ups Viewé, Dash Water and Just Water.

An extra feature this year will be a breakfast briefing by compliance experts from Ecosurety, with support from the UK environment charity Hubbub. The briefing will review the latest recycling initiatives including reverse vending and deposit legislation, as well as offering case studies illustrating the importance of producer responsibility in building consumer awareness on recycling.

The event coincides with the launch of Zenith Global's 2018 UK Bottled Water Report, with statistics from 2011 through to 2021 forecasts, including packaging, distribution and water types. The report will also include company and brand volume sales at both full market and segment level, an assessment of challenges and future market trends, and detailed profiles of the leading companies. ●

## Water Quality Association readies for 2018 Convention in Denver

**Registration is underway for the 2018 Water Quality Association (WQA) Convention & Exposition in Denver, Colorado, US. The event takes place over four days, 26-29 March at the Colorado Convention Center.**

The Opening General Session features keynote speaker Ross Shafer (pictured), six-time Emmy-winning comedian and best-selling author of *Nobody Moved Your Cheese*.

"This is an invaluable event for owners and buyers looking for new products, and for anyone in the industry looking to further their skills and knowledge base," said WQA executive director Pauli Undesser. "We've got something for everyone, including our first-time attendee and new member breakfast, our young professionals event and our high-quality education sessions."

Education tracks include business operations with topics such as recruitment and retention, empowering employees for greater engagement and managing online reviews. A day-long

special WQA business operations boot camp is scheduled for 25 March, one day before the convention begins.

Other Education sessions include commercial applications, designed to help attendees understand the sub-sectors of the commercial water treatment market, residential applications, water treatment technologies and regulatory changes affecting the industry.

For more than 40 years, the WQA Convention has been the signature event of the water treatment industry, connecting dealers, manufacturers and consultants with the latest in trends, research, education and networking opportunities. In 2017, 56 countries were represented among the 3,500 attendees of the WQA Convention & Exposition in Orlando. ●



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## BWCA conference and trade fair

**The British Water Cooler Association (BWCA) 2018 conference and trade show takes place on 8 March 2018 at the Nottingham Belfry, Nottingham, UK. The event's theme is: 'The Journey' – taken from keynote speaker Debra Searle's book of the same name, describing her trans-Atlantic rowing feat.**

BWCA has announced a record number of sponsors, with the segments they are supporting:

- Pureflo – conference
- Crystal Mountain – trade show
- Waterlogic UK – registration portal
- 4 Aces – gala dinner
- Nupik-Flo – keynote speaker
- Database Workshop – charity auction
- BWT UK – chairman's welcome supper
- H2O Direct – conference lunch
- Cosmetal – Batak wall
- Bericap UK – signage
- Calomax - Casino

BWCA general manager Phillipa Atkinson-Clow said: "Each year our trade show grows in strength and in the number of exhibitors attending. The conference is always at full capacity and has become firmly established as the key annual event in the UK water cooler sector. It provides an opportunity for the industry to network, but importantly also for those procuring and managing coolers on the customer side to see a showcase of the best companies operating in the sector. We couldn't do this so successfully without the generous support of our sponsors and so we thank each and every one of them".

New for 2018 will be a fund-raising activity for delegates: a Batak Wall. This game of skill, involving hand-eye coordination, will help raise funds for the association's chosen charity, Just a Drop. In

addition, as has occurred for the past two years, a highlight of the gala dinner will be a charity auction in aid of Just a Drop.

The conference will again feature a talk from Brendan Hanlon from the charity who will describe the progress made with creating two boreholes, thanks to the BWCA's activities and those of its members. In addition, the BWCA will be announcing details of the next project in Africa to receive funding, so transforming the lives of yet another village which previously had no access to clean, safe water.

Other speakers will include Karen Wells of Zenith Global, revealing the latest industry market data; and keynote speaker will be solo Atlantic rower Debra Searle.

'The Times' named Debra Searle as 'Britain's latest sporting heroine' and she will be sharing with BWCA members the highs and lows of her Atlantic row and her strategies for success. ●



## Vendex Midlands

**Vendex Midlands will be staged at the National Motorcycle Museum, Birmingham, UK on Tuesday 24 April. Exhibition space is already sold out and, according to the organisers: 'a range of exhibitors show casing products, equipment, ingredients, new technology and innovative ideas are gearing up to make this show the best yet'.**

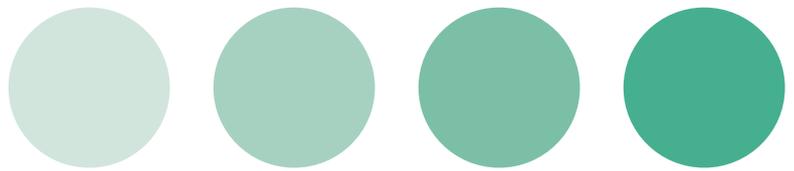
Vendex Midlands' one day format, running from 10-4, ensures that both visitors and exhibitors spend a minimum amount of time out of the office and maximise opportunities to explore new developments, promote their business and network with the key players who will be attending.

Show director Phil Reynolds of Trade Events, the events company behind Vendex said: "Vendex Midlands is shaping up to be bigger and better

than ever before. Exhibitor spaces sold out well before Christmas and the range of products, services and equipment on show is hugely inspiring. We know from experience that this show delivers in terms of being the key trade event for the vending industry in the UK and now with our counterparts in China and Russia, Vendex Midlands has a strong international platform from which both exhibitors and visitors can benefit." ●



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# Association news

## Refreshment's trade association partners

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### Jonathan Hart to leave AVA

In mid-November, the Automatic Vending Association (AVA) announced that its chief executive, Jonathan Hart, had decided to leave the organisation to return to the world of PR and communications in Central London. He will remain with the AVA until Easter and will work alongside the Board to help source a successor.

Jonathan Hart said: "I was told when I joined the AVA that the vending industry was a very friendly world and I have truly found that to be the case. The AVA is a great organisation which the team is justly proud of. We are always striving to do the best for members and to present the best face of vending to the outside world. It has been my privilege to be a part of that team and be a part of that activity."

David Llewellyn, chair of the Board, said: "Jonathan has contributed a great deal to the industry since he joined the AVA in 2015. Guiding us through the implementation of the new £1 coin; handling many, many press enquiries and building a position for the AVA as 'first stop for comment' regarding vending. We will be working closely with him over the next few months as we look to find his replacement.

"The AVA faces a number of challenges as we move forward and, although it is a shame he's leaving, Jonathan's departure gives us the opportunity to re-shape the organisation for the future, building on the work he has started.

"In my view, the AVA is crucial to maintaining the viability of the vending industry. Our members have a lot to offer in terms of service, product offering and convenience. It may seem that official bodies, government organisations and various quangos are determined to see us as the source of all things bad, piling new regulations and requirements upon us. But automated retailing is ideally placed to cater to changing needs and new markets. These facts need to be communicated professionally, forcefully and constantly – only the AVA is in a position to do this.

"The AVA faces a challenging financial future. We have to provide support for our members, protect and advance the industry whilst remaining solvent. I call upon all members, no matter how long you have been in the AVA, to muck in and take part. To contribute time, support, ideas – whatever you can!" ●



David Llewellyn



Jonathan Hart

# Association news

## Refreshment's trade association partners



### BWCA accepts Wight Crystal as a member

The British Water Cooler Association (BWCA) has announced that Wight Crystal has been accepted formally as a new full member of the association.

Wight Crystal is a major supplier of spring water and water coolers on the Isle of Wight. Its water source at Knighton lies at the foot of chalk downland and has been an important natural source of water for the island since the 1800s.

As a registered charity, Osel Enterprises Ltd started Wight Crystal in 1988 and now works alongside The Way Forward Programme, which provides activities supporting people with physical and learning disabilities, autism and long-term conditions. Wight Crystal provides work opportunities for people needing support in the workplace and new projects are continually sought to provide hope to those normally excluded from the workforce by the very nature of their physical or mental condition.

Wight Crystal's CEO Tracey Hill (pictured) has already seen the benefits of being part of the BWCA having attended the 2017 conference and trade show following which, during the company's period as an applicant member, her company benefited from a partnership with another member. WaterLogic provided guidance and machinery to Wight Crystal as a free-of-charge donation to support the work of Osel Enterprises.

BWCA general manager Phillipa Atkinson-Clow said: "We are delighted to welcome another excellent company into membership. Passing our rigorous auditing process is not easy and so I congratulate Tracey Hill and her team on meeting our stringent quality requirements."

"When we launched our '5 for 5 Sustainability Pledge' last year, we hoped to nudge member companies into undertaking yet more social and environmental sustainability programmes and encouraging them to promote work that benefits the community. It is so pleasing to have already seen the fine example of WaterLogic UK and Wight Crystal collaborating in the way they have. This is just the kind of activity that demonstrates the power of association which comes from being part of the BWCA."

Recently appointed BWCA chairman Jon Wicks said: "I add my congratulations to Wight Crystal and offer the company a very warm welcome. They not only bottle fine water but undertake extremely valuable support for their local community and we are delighted to have them aboard. We hope to again see Tracey – and representatives of other companies who may be thinking of applying to join BWCA – at the annual conference in March."

Tracey Hill said: "Wight Crystal is delighted to be a full member of the BWCA and thrilled to have passed the rigorous plant and distributors audit. The BWCA accreditation will give our customers confidence that our quality, products and servicing are to a very high standard."

"We have received tremendous support from the BWCA, auditors and members over the past two years, for which we are extremely grateful. WaterLogic's bottling machine donation has made a real difference to improving capacity at our bottling plant: this has given a small charity on the Isle of Wight a brighter future." ●

### Valbona Malo elected to Watercoolers Europe council

Valbona Malo, global business unit manager of NSF International's Beverage Quality Program, has been elected by a unanimous vote as a new member of the executive council of Watercoolers Europe (WE).

WE represents the interests of the water cooler industry in greater Europe, the Middle East and Africa. Its membership includes national associations comprised of bottlers and distributors of both bottled and plumbed-in water coolers and companies supplying the industry with products and services. At present WE has over 300 member companies.

NSF International has been involved with WE since its creation in 1993 with Malo serving as the chairman of the training and education committee since 2011. In her new role, she will use her input and vote to help shape the future of WE and further strengthen NSF International's recognition and business in key regions.

Jon Wicks, from BWT UK and Kamen Dimov, from Waterlogic Germany, were also elected on to the executive council of Watercoolers Europe. ●



## Why Water Matters for Public Sector Workers



# Water Matters

The British Water Cooler Association (BWCA) has launched its latest hydration fact sheet, called 'Why Water Matters for Public Sector Workers', emphasising the duty of care that managers in the public sector have with regard to good health and hydration for staff.

The 'Why Water Matters' series... describes the best means of providing hydration and gives useful advice on using and choosing a water cooler.

Public sector managers need to be aware of three things:

- By law, employers must provide access to water in the workplace;
- Scientists say there is little doubt that dehydration can affect performance. Even a loss of just 1% of body mass can have an impact of mental and physical performance;
- If access to potable mains water is limited, a bottled water cooler may be the best bet.

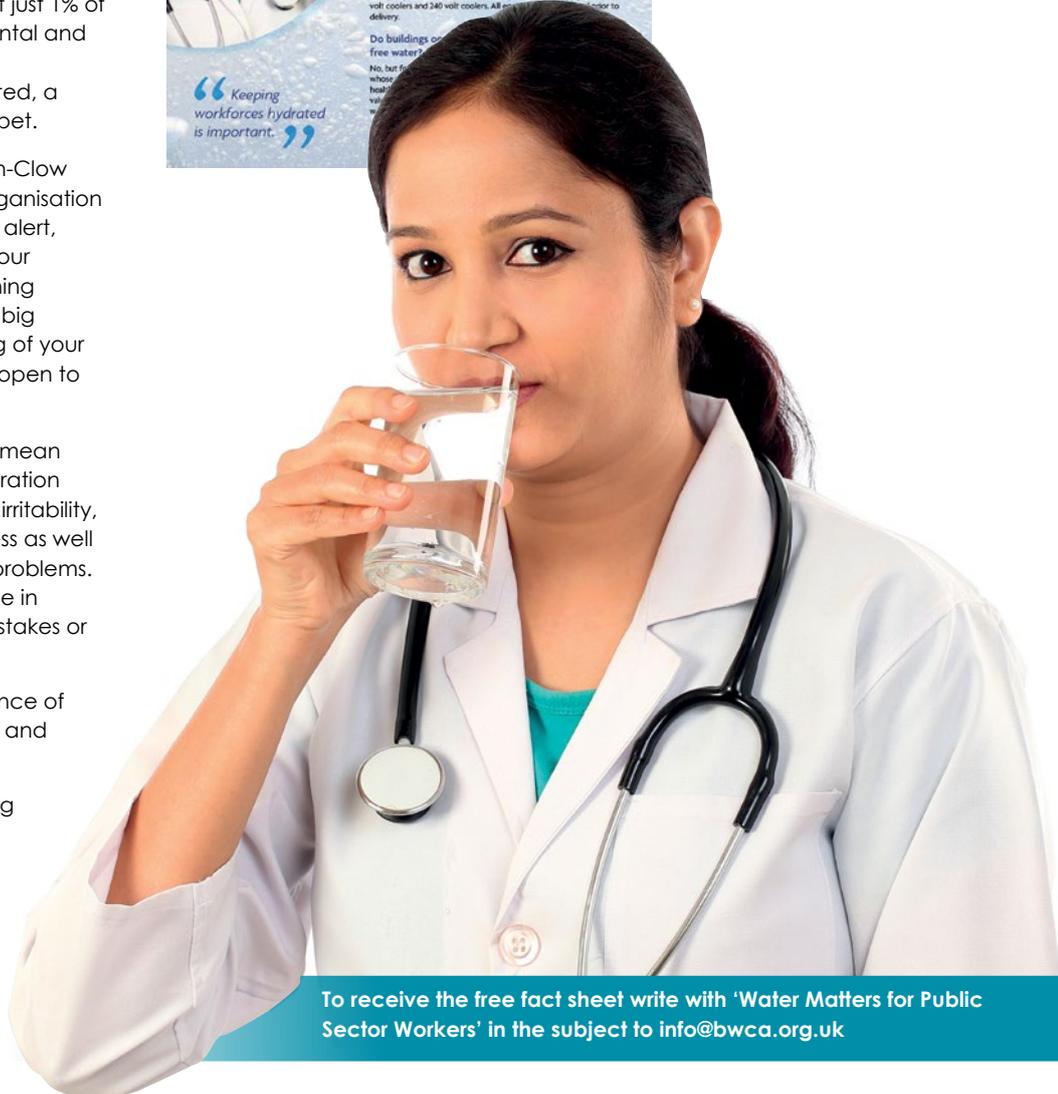
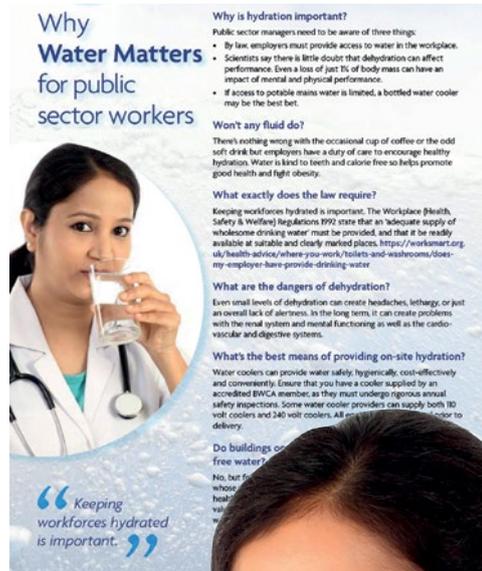
BWCA general manager Phillipa Atkinson-Clow said: "Staff are a key resource for any organisation so it's important to keep them hydrated, alert, efficient and happy. With this in place, your organisation is likely to thrive and something as simple as a water cooler can make a big contribution to the health and well-being of your team and, for those operating buildings open to the public, for them as well.

"Even a small fall in hydration levels can mean a drop in concentration. Falling concentration levels can lead to mistakes, headaches, irritability, lethargy, or just an overall lack of alertness as well as longer term and more serious health problems. For those working in certain areas, a lapse in concentration can lead to expensive mistakes or even prove to be dangerous."

The Fact Sheet also explains the importance of choosing an accredited BWCA member and how to select one.

For staff, a quick visual guide on checking whether they are correctly hydrated is available and as this is a colour-coded chart, the guide is useful even for those for whom English is not a first language.

To receive the free fact sheet write with 'Water Matters for Public Sector Workers' in the subject to [info@bwca.org.uk](mailto:info@bwca.org.uk)



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# Association news

## Refreshment's trade association partners



### Bottled water industry teams up with Keep America Beautiful

With a common goal of improving recycling access and increasing recycling rates by educating consumers about the value of recycling, the International Bottled Water Association (IBWA) and Keep America Beautiful announced their partnership at the 2018 Keep America Beautiful National Conference at The Fairmont Dallas Hotel in Dallas, Texas, in January.

IBWA will become a national sponsor of America Recycles Day, a Keep America Beautiful national initiative that takes place annually on and in the weeks leading into 15 November. It is the only nationally recognised day dedicated to promoting recycling in the US. America Recycles Day educates people about the importance of recycling to our economy and environmental well-being, and helps to motivate occasional recyclers to become everyday recyclers.

we are helping to motivate occasional recyclers to become everyday recyclers

"The International Bottled Water Association is very excited to be working with Keep America Beautiful on this shared mission to improve recycling," said IBWA president and CEO Joe Doss. "The bottled water industry has for many years worked hard to proactively encourage consumers to always recycle their empty bottled water containers.

All bottled water containers are 100% recyclable – even the caps. The fact that our containers are so easy to recycle, where facilities exist, is more important than ever now – as there are more and more opportunities for these recycled containers to have a second life, not only as new bottles but also shoes, clothing, outdoor decking, furniture, playgrounds, and more."

"This new partnership with Keep America Beautiful will help IBWA expand our current efforts to encourage consumers to always recycle their bottled water containers with caps on, while at home or on the go, while



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bringing a new focus to reach and change the behaviour of those who are currently less inclined to participate in recycling," Doss said.

"It's our aim to teach Americans the importance of recycling right – recycling clean, uncontaminated materials correctly – and to encourage buying products made from recycled content," said Keep America Beautiful president and CEO Helen Lowman. "Partnerships with industry stakeholders such as the IBWA and the support of programs like America Recycles Day are critical to help raise awareness to improve recycling participation and access.

"We stand committed to helping Americans better understand recycling and its potential for economic, environmental and community benefits by working with all stakeholders – manufacturers; the waste management industry; government entities; other nonprofit organisations; trade associations and beyond – to make recycling more sustainable and a daily social norm for all people."

Bottled water is now America's favourite drink, surpassing carbonated soft drinks in 2016 (by volume) for the first time in history. Bottled water drinkers are already more inclined to recycle their empty containers. A 2016 PET plastic bale analysis study done by the National Association of PET Container Resources found bottled water

is the number one most recycled product in curbside recycling systems, with a rate of 53.1%, compared to soft drink bottles, which was 20.4%.

"While a 53.1% recycling rate may be better than all other beverage products, we know there's room for improvement," said Doss.

"As people shift away from less healthy packaged drinks and choose the healthiest option – bottled water – they should be glad to know that they are also choosing a beverage that has the smallest environmental footprint. Bottled water has the lowest water and energy use of all packaged beverages. With an average weight of just 9.25 grams, bottled water containers use far less PET plastic than carbonated soft drinks and other beverage packaging, which on average weigh 23.9 grams per bottle. ●

All bottled water containers are recyclable



## BSA barista training centre to open in Nepal

The UK-based Beverage Standards Association is opening a BSA barista training centre in Kathmandu, Nepal under the banner of the 'British School of Coffee' run by the Pacific Hospitality and Culinary Academy.

BSA head of centres Martyn Herriot has been involved and BSA trainer Jon Skinner is visiting to set up the centre in February. This is BSA's third international barista training centre with Athens (Alpha Kaffe) and Ireland (Coffee Perfection) already in place. BSA is also hoping to open its next centre in Copenhagen, Denmark.

Pictured: The BSA executive committee at a meeting held mid-January: Ranald Patterson OBE; Andrew Tucker, San Remo; Angus McKenzie, San Remo; Paul Eagles, Loko Collection; Marcus Whitely, 3M; Steve Slark, MD European Water Care; Peter Atmore, OPS director Fracino; Martyn Herriot, CGS Beverages; Cate Chambers, BSA admin; and Malcolm Redmond, Barry Callebout. ●



# Association news

## Water refill stations

Free water refill points will be installed in every English town and city by 2021



### Network of free water refill points planned in UK

According to an ambitious plan announced by industry body Water UK, free water refill points and fountains will be installed in every English town and city by 2021.

The focus of the national scheme is to respond to the waste created by single-use plastic by preventing the use of tens of millions of plastic bottles every year, as well as increasing the availability of quality drinking water.

Water companies will join forces with the 'Refill' campaign to create a national network of high street retailers, coffee shops, businesses and local authorities offering refill stations for the public to top-up their reusable water bottles for free. People will be able to use an app on their phone to locate the nearest refill point, or look out for special signs in shop windows. As well as being able to get drinking water from shops, cafes and businesses, some water companies are looking at installing

new public drinking fountains and restoring some historical ones which have fallen into disuse.

The first business to join the national drinking water scheme is Whitbread plc, which has pledged to offer free drinking water for customers and passers-by in each of its 3,000 Costa Coffee and Premier Inn locations from March 2018.

Launching the new scheme, Water UK chief executive Michael Roberts said: "As an industry with a strong focus on the environment we are passionate about tackling the problems caused by plastic bottles, which clog up rivers and drains, and pollute our seas. By refilling water bottles, we can all help turn this harmful tide of plastic waste. This country has some of the best drinking water in the world and we want everyone to benefit from it. This scheme will do that by making it easier for people to refill their bottles wherever they work, rest, shop or play."

### London to install fountains and bottle-refill points

Twenty water fountains will be installed in London during the summer. In addition, an initiative will be rolled out in February and March encouraging businesses in five of the capital's districts to make tap water available to the public. The move forms part of Mayor Sadiq Khan's £750,000 three year plan to reduce plastic waste.

Last year, London's Borough Market banned single-use plastic packaging and introduced three water fountains. ●

The water industry was inspired to create the new initiative by the successful schemes run by the Refill campaign, which now has over 1,600 refill stations across the UK. Some water companies are currently taking part in four local Refill schemes in England to provide free drinking water; Anglian Water in Norwich; Northumbrian Water in Durham; South West Water in Cornwall; and Bristol Water in Bristol.

The new partnership between the water industry and Refill will see all water companies in England support the massive expansion of the scheme over the next two years.

As an example of what could be achieved nationally by the new initiative, the Refill Bristol scheme which launched in September 2015 now has more than 200 refill points across Bristol's city

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centre. Refill Bristol has estimated that if every Bristolian refilled a bottle once a week instead of buying a single-use plastic bottle, the city would reduce its plastic bottle consumption by 22.3 million a year. If replicated around the country, it could lead to a reduction in plastic bottle use in the hundreds of millions.

The first stage in delivering the nationwide scheme is for water companies to work with Refill to develop local action plans by September 2018, setting out steps they will take – working with local partners – to drive up access to drinking

water locally. This will include the number of refill stations to be available. Plans will cover specific initiatives tailored to local circumstances, which may also include projects like new outdoor drinking fountains and re-usable bottles.

The next stage will be to put in place a network of community refill points and a national app to enable the public to find their nearest refill station. This will build on the Refill model of community organisers and the Refill app to ensure country-wide coverage by 2021. ●

## Refreshment asked its trade association partners for their views on the announcement of this UK initiative

### British Water Cooler Association

BWCA general manager Phillipa Atkinson-Clow responded to the plans for refill stations and public water fountains, saying: "What people choose to drink is a matter of personal preference and the BWCA supports any initiative that promotes healthy hydration with water.

"BWCA Members supply water coolers that can be utilised in a wide variety of places and situations. In fact, water coolers can already be found in a number of public spaces as well as offices, restaurants, cafes, building sites. The coolers can be plumbed into the mains (mains-fed) or they use bottles that are not only recyclable but are reused usually up to 40 times. The bottles are recycled at the end of their life

– so are highly sustainable.

"The BWCA encourages those in charge of providing hydration to seriously consider using water coolers to provide filling stations. However, we recommend that the choice is a member of the British Water Cooler Association, ensuring standards of safety and hygiene." ●

**Water coolers can already be found in a number of public spaces**



### British Bottled Water Producers

BBWP responded to the plans for public water fountains saying: "What people choose to drink is a matter of personal preference and BBWP supports any initiative which gets people to ditch sugary soft drinks or high fat and sugar beverages and promotes healthy hydration with water.

"Which water people choose depends on convenience, budget and whether people prefer their water naturally clean and naturally wholesome in the case of natural mineral waters and most spring waters, tasting pleasant in the case of table waters including POU cooler water, or whether they like it chemically cleansed in the case of unfiltered tap water.

"PET and glass bottles are fully recyclable. Many PET bottles are made with recycled PET content. PET is 100% recyclable, light, robust and completely

safe for consumers. In the case of those of our members who also supply water coolers, these are either mains-fed or they use bottles that are not only recyclable but are reused usually up to 40 times so are highly sustainable.

"It is also important to remember when thinking about bottled water, that British bottlers of natural waters act as important stewards of the UK countryside as they fiercely protect the land from which the water is sourced.

"Of course, in the instances where tap water proves unsafe to drink and a boil water notice is issued (the most recent case was in North Somerset when Bristol Water issued a boil water notice in mid-January 2018), the bottled water industry will continue to provide a valuable service to meet the need for safe water." ●



# Association news

## Water refill stations

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### European Drinking Water Cooler Association

In response to the announcement of plans for refill stations and public water fountains, David Albers, said: "In my role as vice chairman of the EDWCA and somebody who has been involved in the water dispensing industry for over 25 years, I see the current debate on public drinking water accessibility as one of the most exciting opportunities for our industry for years.

"The water dispensing industry growth is minimal and the industry lacks innovation. Apart from all the critical and crucial public health and hydration benefits, this could be the biggest change to our industry since mains fed water dispensers started replacing bottled water dispensers.

"The EDWCA will actively support its members ability to supply quality EDWCA audited equipment, installed and maintained by EDWCA trained staff. The EDWCA want its members to be part of this life changing campaign to supply equipment in all areas – offices, factories, schools, hospitals, library's, parks, leisure facilities – the list is endless, to dispense quality chilled filtered drinking water.

"I do believe this campaign will be revolutionary. It could lead to everybody filling their own non-plastic recyclable water bottle at home or on their

way to work at a water filling station. Then fill it again at work or when they are out at lunch or on the way home. Everybody will know where their nearest water filling stations will be and it is up to our EDWCA members to embrace this change in drinking habits and to supply the equipment and bottles to make this campaign become a reality.

"We are blessed with some of the finest public drinking water in the world and if the EDWCA can assist its members to be at the forefront of this campaign to supply drinking water to the general public then it will do.

"One final point. The media is also covering a report that a major South African City could run out of water in April 2018!! I believe this is another reason, everybody in the UK, should support this campaign and make the access to public water a 'right' and that public water dispensers, whatever design and size should be a common place part of the UK landscape in the future.

"The EDWCA, already committed to the benefits of hydration, will support, promote and celebrate this campaign so future generations can always have access to public drinking water." ●



### Natural Hydration Council

The Natural Hydration Council welcomes the plans to increase the provision of water fountains and refill stations. We support all efforts to encourage people to drink more water as it is the healthiest way to hydrate.

We believe that it is equally important that bottled water is available as it provides a healthy, natural sourced option, allowing consumers to make the healthy choice from the soft drinks selection available. People enjoy bottled water because

they like the taste of a natural spring or mineral water, and some prefer it because it is natural, bottled at source and does not undergo any chemical treatment.

All PET and glass bottles used by NHC members are fully recyclable. Increasing numbers of PET bottles are made with recycled PET content. PET has emerged as the material of choice for plastic beverage bottles as it is 100% recyclable, light, robust and completely safe for consumers. ●



### British Soft Drinks Association

Responding to the plans for public water fountains across the UK, BSDA director general Gavin Partington said: "Sales of bottled water have been on the increase in recent years – up 9.6% in 2016 – but we've always welcomed the idea that consumers

should have a choice when they're on the go. "We recognise the need to increase recycling and reduce littering and we welcome the opportunity to work together with governments, NGO's and other stakeholders to address this." ●

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