



Bottled Water...Facts at your finger tips

1. **Healthy hydration on the go**

Water is the main component of the human body and essential to life. Good hydration helps the body to function properly. The recommended daily fluid intake for an average adult is approximately 2 litres (including moisture from food) in order to keep adequately hydrated. Bottled water offers a convenient choice to stay hydrated when out and about, with zero calories, no sugar or artificial ingredients.

2. **Natural waters a part of Europe's cultural heritage**

Throughout Europe, mineral waters have long been used for medicinal and therapeutic purposes. Thermal spas are the legacy of the ancient Greeks and Romans who built baths throughout Europe. Bottling waters from natural springs began as early as the 16th century as a means to prolong the benefits of thermal visits.

3. **97% of all European bottled water is natural water**

The European bottled water sector represents natural water, that is - natural mineral and spring waters - or "waters defined by origin".

4. **Natural Mineral and spring water are not chemically treated**

Natural mineral and spring waters come from well protected underground sources and do not need to be treated or disinfected, nor is it allowed. They are natural waters that can be drunk at source in their original state.

5. **Bottled water offers consistent quality**

Bottled water is fully traceable to the source where it originated and to the bottler that produced it. All bottled waters must comply with strict food and safety requirements as well as specific EU regulations to ensure that the water is safe and wholesome to drink.

6. Bottled water offers wide consumer choice

Bottled waters are very different one from the other. Each has its own unique taste and character and specific mineral content, depending on the source and the geological environment from which it is drawn. Still or sparkling, low or high in mineral composition, bottled water offers consumers a wide range of choice.

7. Bottled water and tap water are complementary

The average European consumes 200 litres of tap water a day of which only 1% is used for drinking. Tap water and bottled waters fulfil different needs and requirements.

8. All bottled water packaging is 100% recyclable

Bottled waters are most commonly packaged in plastic PET or glass bottles, which are fully recyclable materials. Bottles, caps and labels are 100% recyclable.

9. PET bottles – go lightly

Since 1985, the average weight of a plastic PET bottle has been reduced by 31%. The industry continues to drive forward with new packaging solutions to reduce the amount of plastic used and lower the environmental impact.

10. The industry supports recycling

The bottled water industry has led the way in the field of recycling and was among the first to initiate national green dot schemes in collaboration with national authorities. In the EU, post consumer PET recycling rate is continuously increasing and now stands at 41% (2008).

11. Recycled PET can be re-used

Recycled PET (R-PET) can be converted for other uses such as textiles (carpets, fleece sweaters), strapping or other plastic uses (pipes, canisters, containers, garden furniture). A percentage of R-PET can also be used to produce new plastic PET bottles.

12. To save water, drink water!

Bottled water has the lowest water footprint of all beverages. No extra ingredients are required to manufacture bottled water, as such, very little additional water is needed. On average, to produce 1.5 litres of bottled water, less than 2 litres of additional water is required, *I don't think that these comparisons are fair as it is hard to say that they are competing products: fruit juices are consumed for their positive nutritional values, "5-a-day" etc which we support*

13. Using renewable resources only

Natural mineral water and spring waters are renewable water sources, replenished naturally by the hydrological cycle. Springs are managed sustainably and responsibly to ensure the resources are protected for generations to come. In Europe, the industry abstracts less than 0.02% of the total underground water.

14. Protecting the source

Natural mineral and spring water sources are carefully monitored and managed to ensure they are protected from pollution. Catchment areas are highly protected zones which can extend to several thousand hectares. They are sustainably managed in partnership with local authorities, communities and farmers to ensure the prevention of pollution.

15. Optimising transport efficiency

To improve efficiency and sustainability, the industry has been implementing alternative and less polluting modes of transport in lieu of trucks, such as rail, river and sea freight. In addition the sector is maximising deliveries and using fuel efficient fleets.

16. Emergency water supply

The bottled water industry has donated bottled water across continents in response to natural disasters and emergencies when municipal supplies are unavailable or unsafe to drink (due to flooding, drought, earthquakes).

17. Global conservation efforts

Many bottled water companies are committed to promoting education and raising awareness on the importance of protecting water resources. International efforts also include conservation and biodiversity projects as well as contributing to projects that focus on access to clean drinking water and promoting health and hygiene.