

Product profile

Water Resources Group, USA



Ecological IceBox™ delivers world's finest water with Elopak

Launched in January 2009 by Water Resources Group; Glacia IceBox™ provides highest quality Norwegian spring water in 500ml Pure-Pak® cartons and one-litre Diamond Pure-Pak® cartons, both with reclosable Pure-Cap. This was the first product of its kind on the US market.

Market Information

Bottled water is one of the most popular beverages consumed in the USA, as municipal sources are considered by many as unappealing. 80 billion single-serve water bottles are produced in the USA annually and over 80% end up as landfill. Market research showed that consumers wanted to participate in the green movement, but did not quite know how.

This product offers a simple opportunity to change purchasing habits without sacrificing on quality. Benefits include the freedom from potential health threats and the support of a renewable resource. Icebox™ fulfills the consumer demands of portability, convenience, health, and participation in the green revolution. The key proposition is "The Best Water – The Best Package". Carbon Footprint is one quarter of the plastic bottle equivalent, even when production and transportation from Norway is included.

This pure Norwegian arctic spring water, rich in naturally occurring electrolytes, actively nourishes the body and mind. Packaged at the Rustad Spring in Norway where rainwater has taken a century to percolate through layers of clay, coal, limestone and sand - it is naturally filtered, cleansed, and enriched with minerals before it reaches the subterranean spring at the depth of 105 meters. With a pH of 7.2, it's pumped directly from the spring and is never in contact with the surrounding air.

Retail Price

RRP of \$1.39 to \$1.59 USD for 500ml. \$17.56 USD for 12 x 500ml cartons. \$15.82 USD for 6 x litre cartons.

Distribution

Distribution is ambient through the largest 'Natural' and 'Speciality' channel distributors in the USA, in cases of 6 x one-litre cartons and 12 x 500ml cartons.

Technical Information

Filled on an ELOPAK® PM 30 filling machine into 500ml Standard Pure-Pak® Classic cartons and one-litre Standard Diamond Pure-Pak® Classic cartons, both with reclosable Pure-Cap. Aqueous coating allows oxygen to reach the paperboard, so it can biodegrade.

Additional Information

Also available in a five-litre 'bag-in-box' with tap since late 2007, the minimal polyethylene spout, handle and bag are fully recyclable and non-leaching, avoiding potential health threats. This is a new Elopak customer.



**Diamond
Pure-Pak®**