

Why drink water?

Why drink bottled water?

Why drink British bottled water?

And why size needn't matter...



Consumers are a fickle lot.

In the early 1990s they thought drinking bottled water was fine – as long as they were abroad. **The media told them bottled water was generally a waste of money.**

Then most consumers came to believe that they needed 8 glasses of water a day for optimum health. We know that because we ran the campaign behind that slogan and we measured the results.

The media told them that bottled water was a very good thing.

Then, the campaign stopped. People became cynical. The media fed the cynicism.

Some segments of the media told them bottled water was not fine – at all, under any circumstances.

Never mind their health – it was the epitome of immorality because bottled water, consumers were told, harms the planet and hurts their pockets.

You know and we know that this is just not true. Tap water is not a substitute. Nor are sticky soft drinks. Bottled water, due to the way it is harvested, is one of the greenest products and it is certainly one of the healthiest products available. **So, why the vendetta?** No-one was ever jailed for binge-drinking bottled water.

We need to put a stop to the nonsense and make bigger efforts to redress the balance with good sense.



The story of British bottled waters is compelling. After all, buying British Bottled Water makes sense because it is:

- **good for the environment** (cuts down on food miles);
- **good for the countryside** (stewardship of the countryside is key as water sources must be pollution-free);
- **good for health** (known provenance, free of unwanted chemicals and with guaranteed content); and
- **good for rural**, local jobs.

This story needs to be told – and never more so than today, with the combined backlash against bottled waters in general and the challenges of the current economic climate.

However, survival of the fittest doesn't mean survival of the biggest. By banding together there is strength in numbers – just as with a shoal of small fish outmanoeuvring the large predators.

So, here's the bit you need to action

We'd like you to join British Bottled Water Producers. We stand as the **ONLY** voice representing smaller, British suppliers. And we recognise that times are hard. But we are determined to ensure that faced with financial stringency and the huge sums that the multi-nationals are still pouring into promoting the major brands, we can help provide you with the solution you need: a presence for your brand in a generic campaign that the media respects – and at a price that virtually every small company should be able to afford.

We are offering Associate membership of BBWP to you and companies like yours. The cost is less than £4.00 a week. Isn't that a small price to pay?

You will have:

- representation in the media
- presence on a well-respected website and hyperlinks to your site
- a voice on your behalf over legislation and regulations
- defence against criticisms surrounding packaging, cost and transport issues
- an opportunity to network with other like-minded companies without the usual costs
- plus networking with other organisations providing you with regional and national promotional and business opportunities.



Please join us....

We have strong members but we also need the strength of numbers. Sales of British waters as a proportion of the total have increased. Imported waters in 2008 accounted for just over 27% of the total, down from 32% since 2005, when our British Bottled Waters campaign was first conceived. So, as an Industry, we are moving in the right direction and with your involvement we can move faster to the benefit of EVERY British water bottler. Every new Associate member who joins will provide that essential critical mass.



All you need to do is complete the Associate Membership Application form for one year. For details of the current cost of membership or to receive further details about British Bottled Water Producers please contact:

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The printed version of this leaflet was produced on recycled paper

Produced by British Bottled Waters Producers Ltd.
Registered in England No 5619223. VAT No: 872 5826 91

Associate Membership Application



Company Name _____

Brand Name _____

Company Address _____

Contact Name _____

Job Title _____

Telephone _____

Mobile _____

Email Address _____

Web Address _____

Email address for obtaining brand description/logo (if different from above): _____

Tick if you require a VAT invoice/receipt