

# Princes Gate Water

Our Story So Far...



# UK Brand Provenance

- Princes Gate Spring Water, based in Pembrokeshire, South West Wales, was born out of a farming diversification model in 1991.
- Like all good stories, ours is nice and simple. It goes like this: Our water is delivered by clouds, filtered by the mineral-rich Pembrokeshire rock and bottled by us.
- The source of our water is what is special to us and it is for this reason exactly that we go to great lengths to look after it. We love the land we live and work on. It is, after all, Our Factory.
- Purpose-built bottling facility on site, boasting cutting edge technology, providing us with a site capacity of more than 400 million bottles.
- Princes Gate is a multi-award-winning environmentally-aware business.



# Multi-Award Winning

- Sustainable Manufacturing
- Leaders in Wales Award
- National Sustainability Award
- National Marketing Award
- Numerous Business Growth awards

**Natural Spring Water drawn from Organic land.**  
**In whatever format you need us. It's what we do best.**

We're pretty easy to please down here at Princes Gate. We love nothing more than a bad weather forecast, a grey sky full of clouds and the odd torrential downpour.

That's because every drop of rain that falls on the rolling Pembrokeshire hills around us replenishes the Princes Gate Spring, the source of one of the most natural spring waters you can buy.

We wait patiently for 15 years while it filters through the mineral-rich landscape before we lovingly bottle it for you to enjoy. Track one down immediately. Open it. Drink it. Smile. Rain is great. We love it.



- There are many more...check out our website!



# Our Customers

## Retail...

Harrods

Tesco

Asda

Waitrose

The Co-operative

Morrisons

## National Accounts...

Castell Howell

Bidfood

Brakes

Peters

Gate Gourmet

Pret A Manger

Whitbread – Costa / Premier Inn

Booker

JJ's Foodservice

Wembley Stadium / Arsenal

...To name but a few (Oh yes, and we own Wales!)



# We're Pretty Green...

- We operate a TRUE and PURE Sustainability Strategy
- No offsets. No lip-service. Tangible improvements/revisions on site to minimise our impact on the environment.
- We are one of the ONLY brands on the market who count our third party distributors in our carbon emissions. Lets face it, they count.
- Poster Boy for environmental bodies , such as Arena Network, Wales's Sustainable Business Awards.
- Green Dragon Level 5 accredited
- We use a minimum of 51% rPET (recycled plastic) in every plastic bottle and 50% recycled glass in every glass bottle across the Princes Gate range.



# We're Pretty Green...™

- 2014 saw the installation of 2 x 500kw Turbine
  - *Investment of £1.5m per turbine*
  - CO2 Savings – 2428.5 Tonnes per Year
  - Energy Savings – 4,456,000 kWh per Year



Princes Gate Spring Water became the FIRST soft drinks manufacturer within the UK to be totally self-sufficient on green energy!!



# We're Pretty Green...

- Installation of Solar PV on site (covering the entire side roof of our bottling plant)
  - CO2 Savings – 11.7 Tonnes per Year
  - Energy Savings – 21,426 kWh per Year



# We're Pretty Green...

- New bottle blower on-site installed 2012: The first and THE most intelligent bottle blower of it's kind in the UK:
  - Requires 40% less energy than any other.
  - Can blow as small as 9g pre-form.
  - Installation reduced lorry loads by 1000 per year in distribution of our bottles alone!
  - New bottle blower renders us more sustainable; in both commercial and environmental terms.



# We're Pretty Green...

- PET Light-weighting strategy
  - We use the least PET of any UK brand of bottled water in 1881 neck!
  - Integrity of our bottle is uncompromised by light-weighting strategy, on account of carefully developed bottle design.
- Migration to 1881 and now 2925 closure
  - Less plastic
  - Easy-twist open
- **Reduction in materials used**; labels/cardboard/shrink to support the sustainability strategy



# We're Pretty Green...

- On-site Recycling Facilities (everything which can be recycled IS recycled)
- Renewable Electricity used
- Tree Planting Campaign in conjunction with meadow management – thereby creating a climate-friendly, NOT just carbon emission reducing programme... such is our love for **Our Factory!**
- On-site Bio Diversification Programme in place with Tir Gofal
- Use of LOCAL supply where at all possible, about which we are extremely proud.
- Lead beach clean ups with our litter campaign involving local school children
- Simply put; our goal:

To be as green as the space we occupy, whilst maintaining strong growth for a sustainable British brand.



# We're Pretty Green...

## The Results...

- 'Poster Boy' for Carbon Trust UK
  - We are the official example of Best Practice for Carbon Trust UK and Welsh Assembly Government, with the campaign 'Save £30million'
- The only soft drinks manufacturer within the UK to be predominantly **self-sufficient** from green energy produced on site



# Schools Campaign

## Be a Recycling Superhero



We start  
with **recycled**  
plastic...  
(From UK Waste)

We add  
Wind Powered  
Bottling...

YOU:  
Help us Help  
Mother  
Nature...

  
Please Recycle  
(Make us Happy!)

psst...  
Drawn from  
**ORGANIC**  
Land

Our bottles are  
**100% Recyclable**

Delivered by **Clouds.**  
**Filtered by rock.**  
**Bottled by Us.**



  
**Princes  
Gate**  
Pembrokeshire  
SPRING WATER

# Princes Gate Trust

- The philanthropic arm of Princes Gate Water
  - For many years Princes Gate has worked tirelessly to raise much needed funds and awareness for a variety of charity partners, including the Noah's Ark Children's Hospital Charity. In 2014, we formalised and strengthened our charitable endeavours to establish the Princes Gate Trust; a stand-alone registered charity with lofty ambitions in our sight!
- Our aim is simple: **To change lives forever!**
- Our focus on individual causes allows the Trust to create long-standing relationships with ALL of those who benefit from our work. Our ultimate aim is to create a community comprised of both those who fundraise and those whose lives are enriched by the fruits of same, the commonality being a celebration of life and an unwavering spirit.
- The Trust in action - [Princes Gate Trust Video](https://vimeo.com/169227369) (<https://vimeo.com/169227369>)



# Sponsorship

- We're passionate about promoting healthy lifestyle and use our sponsorship partners to promote this
- **Our Partners**
  - Welsh Rugby Union
  - Football Association of Wales
  - Regional Clubs – Ospreys / Scarlets / Cardiff Blues
  - Swansea City FC / Cardiff City FC
  - Ironman UK
- We endeavour to support Grassroots sports throughout our sponsorships and have developed our schools 'Hydrate & Win' Campaign and Annual 'Rugby Camps' within this



Thank you

