



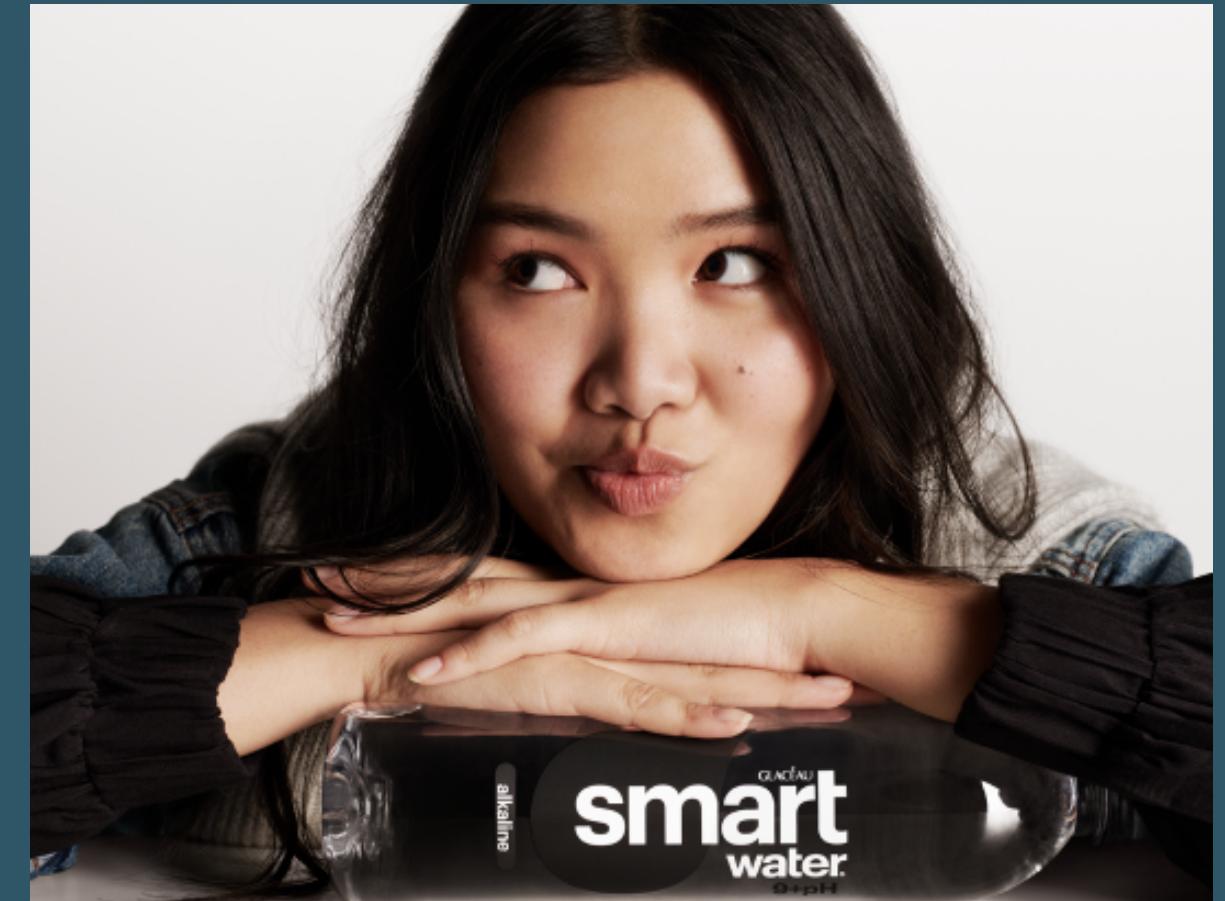
Smart Water

Glaceau



Who are we?

"At the core of smart water is a passion for making a difference. We believe that everyone, regardless of their location or economic status, deserves access to clean water. With smart water we're not just providing a product; we're contributing to the global effort to make clean water a reality for all."



The process



it's pure genius.

how smartwater happens.



vapor distillation

the smartwater vapor distillation process replicates nature's hydrologic cycle to create water that's as pure as the first drop of rain.



water purification

the vapor-distilled water then undergoes our proprietary filtration process, introducing a second level of purification.



added electrolytes

ionized minerals like potassium, calcium, and magnesium are added to create our distinctly fresh, crisp taste.



**we started
smart.
we're staying
smart.**



Products

Smart water original

smart water alkaline with anti
oxidants

smart water antioxidants

passion fruit mango

strawberry blackberry

cucumber lime

there's a smartwater for you.



living smart
every day
smartwater original



always ready for
action
smartwater alkaline with antioxidant



for staying
balanced
smartwater antioxidant



refreshingly fun
and flavorful
smartwater flavors



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smartwater flavors

infused with refreshing flavors

[view all >](#)



[passionfruit mango >](#)



[strawberry blackberry >](#)



[cucumber lime >](#)

Current
brand
ambassador

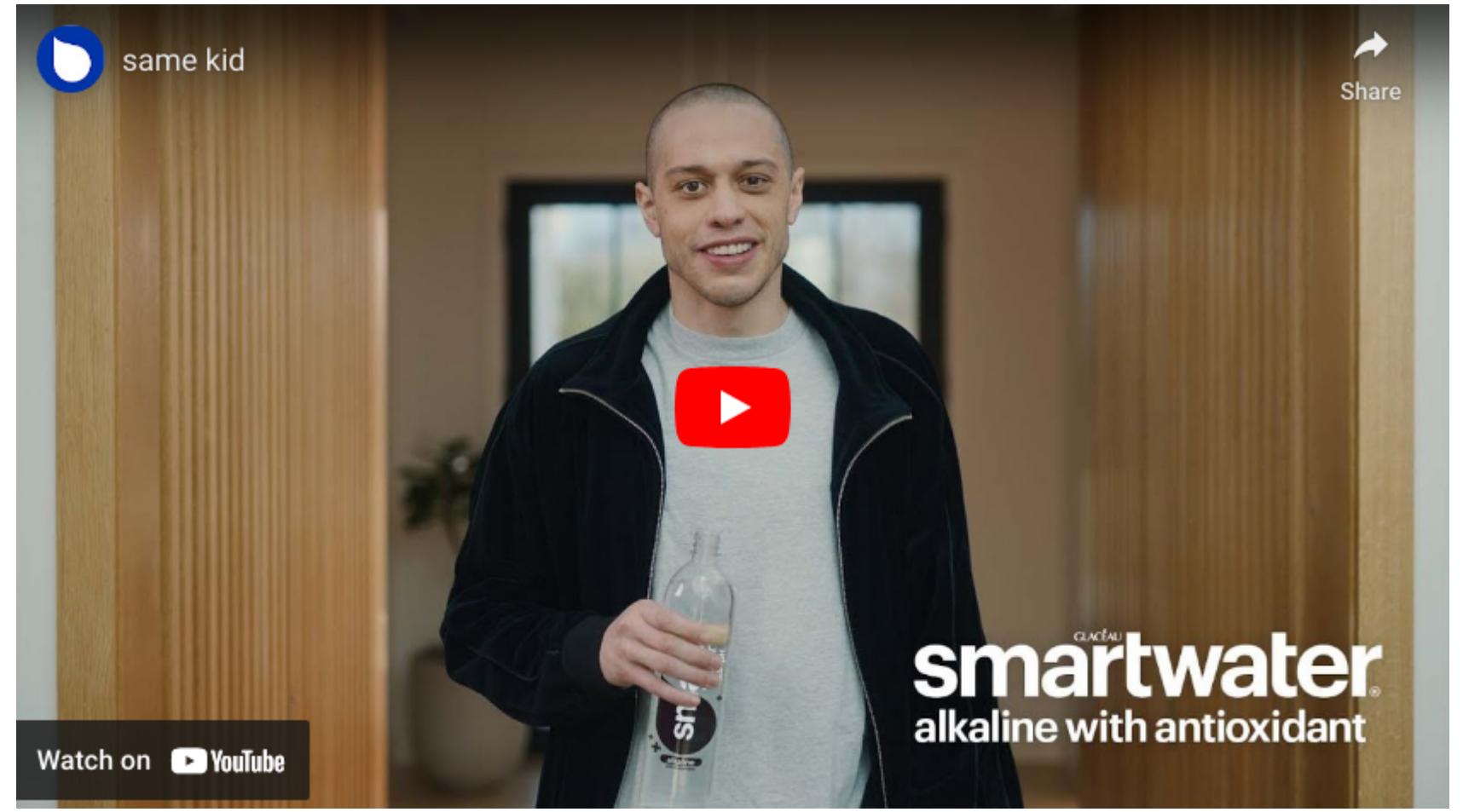
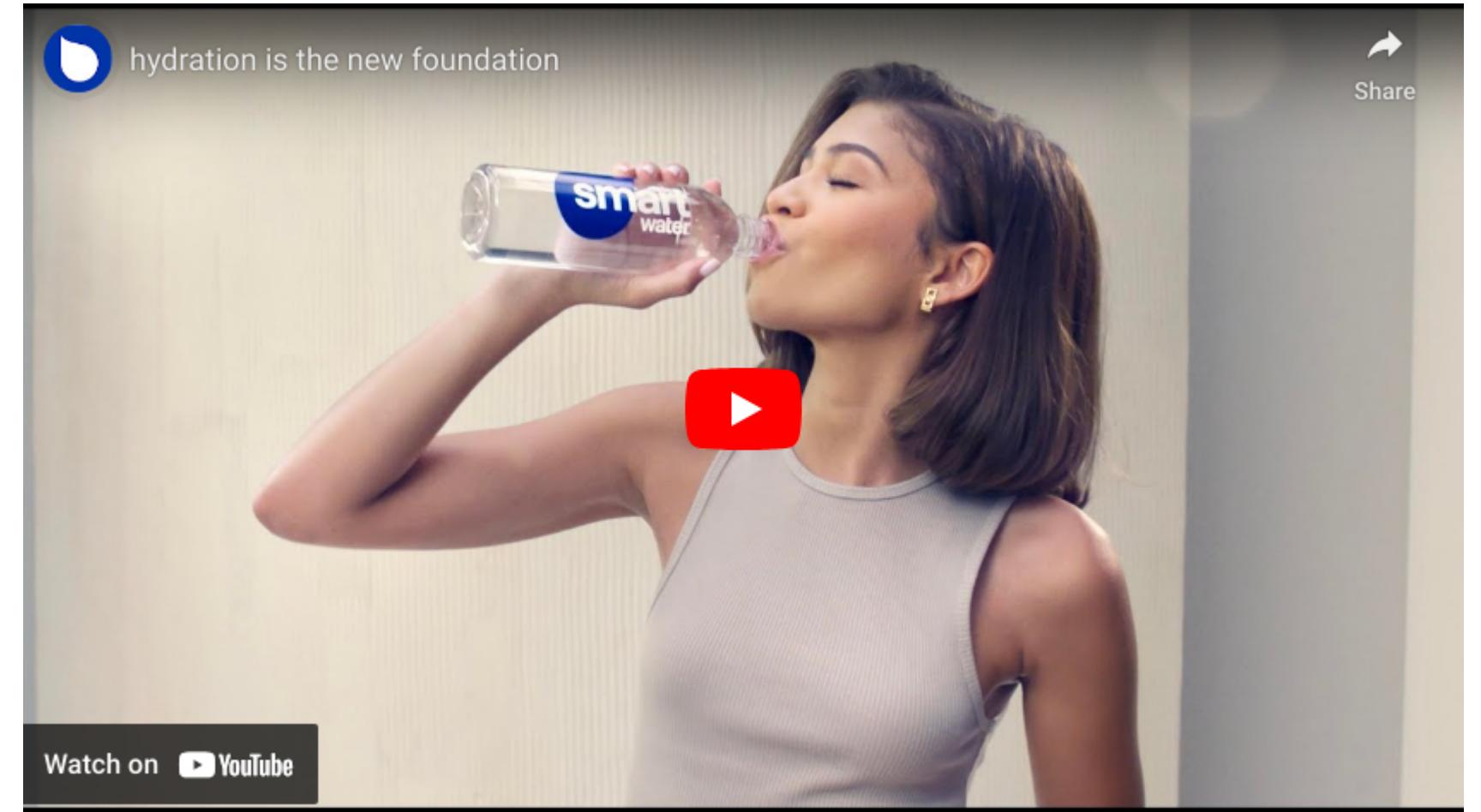
keeping it smart.



meet smartwater's newest global brand ambassador, Zendaya. Together, smartwater and Zendaya are supporting community water programs.

there's a smartwater for you.

Commercials



Water quality analysis

smart water meets and exceeds the requirements at forth by U.S food and drug Administration .

RESIDUAL DISINFECTANTS		
	STANDARD OF QUALITY (mg/L)	RESULTS (mg/L)
CHLORAMINE	4	ND
CHLORINE	4	ND
CHLORINE DIOXIDE	0.8	ND

RADIONUCLIDES		
	STANDARD OF QUALITY (pCi/L)	RESULTS (pCi/L)
Gross Alpha particle activity (including radium 226, but excluding radon and uranium)	15	ND
Gross Beta particle	50	ND
RADIUM 226	3	ND
RADIUM 228	5	ND
URANIUM	0.03 mg/L	ND

ORGANIC COMPONENTS		
	STANDARD OF QUALITY (mg/L)	RESULTS (mg/L)
ALUMINUM	0.2	ND
ANTIMONY	0.006	ND
ARSENIC	0.01	ND
BARIUM	2	ND
BERYLLIUM	0.004	ND
CADMIUM	0.005	ND
CHLORIDE	250	PASS
CHROMIUM	0.1	ND
COPPER	1	ND
CYANIDE	0.2	ND
FLUORIDE (temp dependent)	1.4 – 2.4	ND
IRON	0.3	ND
LEAD	0.005	ND
MANGANESE	0.05	ND
MERCURY	0.002	ND
NITRATE (as N)	10	PASS
NITRITE (as N)	1	ND
PHENOLS	0.001	ND
SELENIUM	0.05	ND
SILVER	0.1	ND
SULFATE	250	ND
THALLIUM	0.002	ND
TOTAL DISSOLVED SOLIDS	500	PASS
ZINC	5	ND

Apple Fitness+



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Renews for \$9.99/month after promotion until cancelled.

Compatible products and services required. Terms apply, [see below](#)

Collaborations





To sum up

https://issuu.com/smarter-water-magazine/docs/smarter_water_magazine_bimonthly_19/38

NERGIS YAPICI

INDUSTRY DEVELOPMENT MANAGER (INDIA, MIDDLE EAST & AFRICA) AT NALCO WATER

"At Nalco Water, we help our customers across various sectors to minimize water while maximizing operational performance and reducing total cost"

Nalco Water, an Ecolab Company, is a world-renowned industry leader in providing comprehensive water and process management solutions. It collaborates with clients across various sectors, assisting them to achieve their sustainability and business objectives.

OLIVIA TEMPEST

My entire journey has been powered by my strong love for water. Water is a common theme, present in my academic pursuits, my engineering roles as well as my current position as a regional Industry Development Manager at Nalco Water, an Ecolab Company, a global sustainability leader offering water, hygiene and infection prevention solutions and services that protect people and the resources vital to life.

Equipped with a mechanical engineering degree (Dipl.-Ing) from Germany's RWTH Aachen University, I further honed my expertise through research on water treatment in the framework of the Marie Curie International Fellowship Program at the University of Technology Sydney, Australia.

In 2022, I joined Nalco Water after nearly a decade at Veolia Water Technologies in Germany and the UAE. Progressing through roles and taking on global missions as a process engineer, water management auditor, sales/business development manager and regional marketing manager, I have had the privilege to grasp each facet and cycle related to

water management and treatment, from design and commissioning to sales and marketing. In the process, I have realized that my passion lies in working with international teams to elevate business and enhance customer experiences.

Today, as a marketer, I support the institutional business within Nalco Water's Light Water division, interacting with everything from strategy development to go-to-market implementation at the cluster level. Additionally, I serve as the country partner for KSA, Bahrain, UAE, Egypt, Pakistan, and Turkey, supporting sustainable growth and profitability. As a bridge between local sales, corporate accounts, product management, technical experts, innovations, and solutions, I strive to cultivate success and drive positive outcomes.

I am fulfilled by my passion for water, and I enjoy working with Nalco Water to help reinvent the way that water is managed. Nalco Water's comprehensive approach includes a complete assessment of water use within plants to identify opportunities to reduce, reuse and recycle



most water-scarce nations globally, underscoring the urgency of efficient water management. On the positive side, there's a growing realization that sustainability is crucial. This has resulted in a surge in investments in water reuse technologies.

Across Africa, the potential for growth shines bright, driven by its vast water resources that hold the promise of boosting agriculture and industry. However, the uncertainty of climate patterns looms large, reminding us that unpredictable droughts and water scarcity challenges must be met with robust strategies to ensure lasting and sustainable development.

What do you consider are the current trends and market dynamics shaping the water sector in IMEA for business development?

The water sector in IMEA is experiencing a dynamic shift towards sustainability, innovation, and digitalization. These factors are shaping the landscape for business development and investment opportunities.

Across IMEA there's an increasing emphasis on sustainability and environmental regulations. Governments and businesses are recognizing the need to adopt more sustainable practices to ensure long-term water availability. This includes implementing water-efficient technologies, promoting responsible consumption, and adhering to stricter water quality standards.

The adoption of digital technologies and smart water solutions is on the rise. From real-time monitoring to data analytics for predictive maintenance, technology is enabling more efficient water management.

"In the Middle East, there's a growing realization that sustainability is crucial, resulting in a surge in investments in water reuse tech"

water. With advanced technologies like 3D TRASAR™ programs for water performance management, we help our customers across various sectors to minimize water while maximizing operational performance, reducing total cost.

What are the key opportunities and challenges for business development in the water sector in India, the Middle East and Africa (IMEA)?

The global water sector stands at a critical juncture, as increasing population, urbanization, and environmental concerns continue to shape the demand for efficient and sustainable water management solutions. This holds particularly true for the diverse geographies in IMEA. India is home to 18% of the world's pop-

Journalists list

USA - Circle of Blue:

- **Journalist:** Brett Walton
- **Designation:** senior correspondent **and** journalist.

India - The Third Pole:

- **Journalist:** Joydeep Gupta
- **Designation:** Editor and journalist

United Kingdom - The Guardian:

- **Journalist:** Fiona Harvey
- **Designation:** Environment corespondent.

South Africa - Daily Maverick:

- **Journalist:** Kevin Bloom
- **Designation:** journalist and author

Australia - The Sydney Morning Herald:

- **Journalist:** Peter Hannam.
- **Designation:** Environment editor

China - China Water Risk:

- **Journalist:** Debra Tan
- **Designation:** journalist

Smart Water

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FOR IMMEDIATE RELEASE

17 oct 2023

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Website: <https://www.drinksmartwater.com>

HEADLINE: Sip, Refresh, Thrive: SMART WATER's Commitment to Wellness"

The Coca-Cola Company Unveils Smart Hydration: Introducing Smart water, Atlanta, GA – [19th oct 2023] – The Coca-Cola Company, a global leader in the beverage industry, is proud to announce the launch of Glaceau Smart water, a revolutionary smart water product designed to elevate the hydration experience. Innovating Hydration with Glaceau Smart water:

Smart water is not just water; it's a smart hydration companion that seamlessly integrates technology with the pure refreshment. This cutting-edge product leverages advanced sensors and connectivity to provide consumers with a personalised and intelligent approach to staying hydrated.

Key Features of Smart water: (Hydration Intelligence) Smartwater utilises state-of-the-art sensors to understand individual hydration needs, offering personalized recommendations for optimal water intake.

Connected Cap Technology: The smart cap syncs with the Smart water mobile app, allowing users to track their hydration in real-time and set customized goals.

Interactive Hydration Reminders: Smart water sends friendly reminders to ensure users meet their hydration targets throughout the day.

Eco-Friendly Design: Committed to sustainability, Smart water is packaged in 100% recyclable materials, aligning with The Coca-Cola Company's broader environmental initiatives.

Quotes: "At The Coca-Cola Company, we are constantly exploring ways to enhance the everyday experiences of our consumers". With Smart water, we are proud to pioneer a new era in smart hydration," said James Johnson, CEO of The Coca-Cola Company.

Availability: Smart water will be available for purchase online at <https://www.drinksmartwater.com>

About The Coca-Cola Company: The Coca-Cola Company is a leading global beverage company that offers a wide range of beverages to suit every lifestyle. With a commitment to innovation and sustainability, we strive to bring joy to consumers around the world.

For media inquiries please contact:

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THE END
thank you!

