



PRESS RELEASE  
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## **SPA REINE innovates with the Eco Pack, a particularly green and practical 5-litre pack**

**Brussels, 24 May 2022 – Spadel Group is once again playing its role as an innovator in the Benelux market by launching the Eco Pack, a new large-format pack for its natural mineral water SPA Reine. This 5-litre container meets the changing needs of consumers, who are increasingly demanding more practical and greener packaging. Easy to transport and store, the Eco Pack is 100% recyclable and has a smaller ecological footprint than plastic and glass bottles. This 5-litre container results in a 65% reduction in plastic compared to a pack of 6 plastic bottles, as well as a nearly 40% reduction in the carbon footprint compared to a crate of 6 returnable glass bottles. To be able to launch the Eco Pack, Spadel invested €2.6 million in a new production line at Spa Monopole.**

Belgian and Dutch consumers are increasingly concerned about their ecological footprint. According to GfK, the proportion of “eco-active” consumers, i.e. people who make daily efforts to reduce the amount of plastic waste they produce, is 21% in Belgium and 15% in the Netherlands. The Spadel group, recently B Corp certified and active for many years in the protection of nature and its environment, wants to meet the needs of these consumers by offering ever more innovative and greener packaging. After choosing to upgrade its plastic bottles to 100% recycled and 100% recyclable plastic for all its brands by 2025, the Spadel group is now launching a new type of packaging alongside its plastic and returnable glass bottles.

This is the Eco Pack, a 5-litre pack consisting of a cardboard box and a pouch with tap. This reduces the amount of plastic by 65% per litre of water compared to a pack of 6 plastic bottles. It also reduces the environmental footprint in terms of logistics because the Eco Pack is both lighter and easier to transport and store. Its carbon footprint is nearly 40% lower per litre of water than a crate of 6 returnable glass bottles.

The Eco Pack packaging is also 100% recyclable: after use, simply take out the flexible plastic pouch and throw it in the blue bag with the other plastic, metal and carton packaging, while the cardboard box can also be recycled.

The Eco Pack has numerous advantages for the consumer: it can be easily transported, its format perfectly adapts to any family fridge, and thanks to its tap, it's child's play to fill your

glass or bottle with SPA Reine natural mineral water. It is very practical for use on a picnic or on a sports field, for example. This format should therefore appeal to a large number of consumers, particularly families in which a lot of water is consumed, but also hotels or businesses. The Eco Pack makes it very easy for them to make natural mineral water available to their customers or their employees.

### **A more practical format that guarantees complete protection of water quality**

In addition to being eco-friendly and practical, the Eco Pack also guarantees good protection of the quality of SPA Reine natural mineral water, which was an absolute priority for Spadel when designing this new packaging. By choosing the Eco Pack to fill their glass or bottle with SPA Reine, consumers can be sure of drinking natural mineral water of absolute purity, as is the case when they drink SPA Reine from a plastic or glass bottle.

*“Innovation is truly part of Spadel’s DNA. In a fast-changing environment, it is necessary to constantly adapt our products to consumer trends,”* emphasises Marc du Bois, CEO of the Spadel group. *“Thanks to the 5-litre Eco Pack, we can continue to provide the purest and healthiest water to the very many consumers who love SPA Reine, while continuing our relentless efforts to reduce our carbon footprint. Spadel is fully aware of the impact of packaging on the environment and wishes to play a leading role in reducing this impact. I am also pleased to see that the efforts made over recent years are bearing fruit. Despite a 21% increase in volume since 2010, our absolute carbon footprint has actually decreased by 15% over the same period.”*

Spadel has invested €2.6 million in its Spa Monopole factory to install a new production line for the production of the Eco Pack. This packaging was developed in collaboration with DS Smith Packaging and Smurfit Kappa Bag-in-Box.

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### **About Spadel**

Spadel is a European family group whose mission is to provide consumers with natural solutions to their hydration and refreshment needs throughout their lives. It markets brands of natural mineral water, spring water and refreshing beverages based on natural mineral water: Spa and Bru in the Benelux, Devin in Bulgaria, and Wattwiller and Carola in France. Sustainable development is naturally part of the Spadel Group’s DNA, and its CSR 2025 policy has been defined. In 2021, Spadel generated a turnover of €282.2 million. At the end of 2021, Spadel Group employed 1,295 people.

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