



PRESS RELEASE

## **Spadel continues to innovate in packaging by launching a 10-litre Eco Pack for SPA Reine**

**Brussels, 15 June 2023 – Launched by the Spadel Group in May 2022, the SPA Reine 5-litre Eco Pack is becoming increasingly popular with consumers in the Benelux, with sales up 17% in the first four months of 2023 compared to the previous four months. Voted Product of the Year, this greener and more practical packaging is clearly meeting a consumer need. The proof: nearly 2 million 5-litre Eco Packs were sold over the last 12 months, enabling Spadel to reduce its plastic footprint by 167 tonnes. Building on this success, Spadel is now launching a 10-litre Eco Pack for SPA Reine. The Group has also decided to extend this new packaging to the French market, with the launch of a 5-litre Wattwiller Eco Pack in the coming weeks.**

In just a few months, the 5-litre SPA Reine natural mineral water Eco Pack has succeeded in forging a place in consumers' habits, alongside plastic bottles and returnable glass bottles. In the space of one year, nearly 2 million 5-litre Eco Packs have been sold in the Benelux. This success has not only brought consumers back to the SPA Reine brand, but also attracted a large number of new customers.

The Eco Pack, which is 100% recyclable, particularly appeals to consumers who are concerned about their impact on the environment. Indeed, this new 5-litre packaging reduces the amount of plastic by 65% per litre of water compared to a pack of 6 plastic bottles, while its carbon footprint is almost 40% lower per litre of water than a case of 6 returnable glass bottles. In the space of a year, it has enabled Spadel to reduce its plastic footprint by 167 tonnes. But this is not the only reason for the success of the Eco Pack. As well as being greener, this packaging, consisting of a cardboard box and a pouch with tap, is also more practical, as it fits perfectly into any family fridge and is extremely easy to use.

### **10-litre Eco Pack leads to more than 70% reduction in plastic**

The success of this initial launch means that Spadel is now stepping up the roll-out of this new generation of packaging. First of all, the group is announcing the launch of a 10-litre Eco Pack for Spa Reine, which is expected to appeal to large families, as well as hotels and companies. The 10-litre Eco Pack will make it even easier for them to make natural mineral water available to their customers or their employees. It is also a market segment in which Spadel intends to intensify its efforts in the months and years ahead.

The 10-litre Eco Pack should also continue to appeal to environmentally conscious consumers. This new container has an even smaller ecological footprint than that of 5 litres since it results in a 70% reduction in plastic compared to a pack of six 1.5-litre plastic bottles and even 76% compared to a pack of six 1-litre plastic bottles.

The 10-litre Eco Pack will be available first in Colruyt stores until the end of 2023. It will also be found in breweries and drinks wholesalers, as well as in drink centres.

### **The Eco Pack is coming to France, thanks to Wattwiller**

After winning over consumers in the Benelux, the Eco Pack will also be appearing on the shelves of French stores in the coming weeks. Wattwiller natural mineral water, one of Spadel Group's two French brands, will now be available in a 5-litre Eco Pack. This is a major innovation in the French market, which should enable Wattwiller to stand out from the competition and continue to gain market share.

*"I'm particularly pleased with the successful launch of the Eco Pack, as it demonstrates the extent to which SPA Reine is a leader that manages to constantly reinvent itself to adapt to the changing expectations of our consumers," emphasises Marc du Bois, CEO of the Spadel Group. "We are therefore determined to continue along this same path, which is fully consistent with the Spadel Group's desire to be a company with a positive impact on society and the environment. By launching the 10-litre Eco Pack for SPA Reine and by launching this new packaging on the French market thanks to Wattwiller, Spadel wants to continue to play its pioneering role in sustainable packaging and reduction of plastic."*

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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. In 2022, the Spadel Group generated a turnover of €320.8 million. At the end of 2022, the Group employed 1,329 people.

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