



DEEP ORIGIN

NEW ZEALAND ARTESIAN WATER

COUP DE FOUDRE

We have a saying in France...“coup de foudre”, which means “love at first sight”. This was my experience when I first arrived in New Zealand. I love it! I never want to leave! In France, New Zealand has a reputation of purity. When I arrived here I discovered that this was true. And since then I have discovered so much more.

I love that this is both a young and an old country. Young, by comparison to the culture of my homeland. Old, when you consider its origins. The deep sense of connection I experienced when I first saw the unchanged landscape that has existed for thousands of years, evoked in me a sense of origin, a sense of beginning. There is so much here which is still untouched by humanity. There is so much more to discover!

For me, New Zealand has become a new beginning. When I first travelled to this country, it was to work for one or two years before returning to France. But after my ‘coup de foudre’ I decided I was going to stay. Three years later, I am married to a kiwi guy, Stephan, and we have a beautiful baby girl. I am glad she will get to grow up in a country that still has open spaces and an undamaged environment.

THE BEAUTIFUL REBEL!

Stephan’s vision of bottling the best water New Zealand has to offer, began 15 years ago. When he told me about it, I just loved the idea! We both felt it was crazy that water was being imported from some of the most industrial and polluted parts of Europe to this side of the world — to a country that *has* the purest water. So we decided to rebel and provide the best New Zealand has to offer with the mandate of not creating excessive waste packaging and further burdening this beautiful land.

Deep Origin Water was born with an ongoing intention and passion that it will be the most sustainable glass bottled water company in New Zealand!

The introduction in the 1980’s of “single use bottles” has dominated the landscape and expanded landfills. However times have changed and we believe this “NO REFILL” concept is a non-sustainable practice and is contrary to everything we feel responsible to protect. We have chosen to instead instigate change in the way that we show responsibility for our environment and our future.

To support this, we are choosing to go against the flow and implement change by taking more responsibility for how much waste we create so the environment can be preserved for future generations. Deep Origin Water is presented in a beautifully functional glass bottle which can be returned for refund so we can wash, sterilise and refill it — just like bottles used to be! The bottle’s main label is permanently printed while the neck label is made from Cellulose that is biodegradable.

Our aim: To be the first glass bottled water in New Zealand to defy convention and act responsibly in this area. Our hope is other beverage manufacturers will follow.

The beautiful rebel.

PURE WATER · PURE BEAUTY · PURE FUTURE

Natural, pure and refreshing, our water reflects all we feel about New Zealand. It has journeyed from deep below untouched native forests, travelling for more than 50 years before it breaks free through a labyrinth of rents and shingle fissures formed in layers of volcanic rock. It is regarded as one of the most consistent deep water sources in New Zealand with trace mineral elements that haven’t changed since 1896.

The water exhibits great clarity with a refreshing mouth-feel and pure taste.

THE FUTURE

Around the time I was born, the European people were becoming aware that through continual consumption they had been neglecting the environment and over-exploiting natural resources. There was a flagrant disregard to how they would sustain and manage the growing mountains of waste.

Laws began to change, some even forbidding the use of one-way, non-recyclable materials in packaging, consumables and cars. The Governments began promoting and enforcing re-useable, recyclable packaging and the refilling of glass bottles and encouraging sound environmental practices in the construction of Europe’s leading car brands. These practices have now created industry growth and innovation in new areas. Progress to implement change took years and billions of Euros were spent in an effort to undo the damage and clean up the mess.

Around the same time that Europe was changing to be more sustainable, New Zealand was removing its infrastructure that facilitated the collection and refilling of glass bottles and by the early 1990’s the concept of sterilising and refilling glass bottles was almost redundant.

My fear is that unless we instigate change in the way that we show responsibility for our environment and our future, we will repeat the mistakes of Europe.

At Deep Origin Water, our effort to protect New Zealand’s uniqueness of being clean and unspoilt compared to other parts of the world, extends beyond a refundable and refillable glass bottle and a sustainable label process. It also includes a fully recyclable carton made from 70% recycled pulp. For our customers in the Auckland region, we offer the option of a multi-use returnable wooden crate that is produced from sustainably grown New Zealand Pine.

We invite you to join us in the rebellion! Drink responsibly.

Emmanuelle J

