

# PURE Bowland SALES INFORMATION



Why buy? Healthy benefits, taste – tap water, health scares, fashion active lifestyle.

- The UK bottled water market continues to grow at 10% driven by health, convenience and the need for hydration.

- 70% of UK household purchase bottled water – there are still nearly 20 million consumers yet to purchase bottled water therefore HUGE potential for future growth!

- Regional brands represent 11 of top 25 UK brands – regional provenance is key to consumers.

- Bowland Pure Spring Water - Lancashire's Best Kept Secret - an area of outstanding natural beauty and purity.

- Research with consumers highly positive to the concept of the fresh natural purity of Bowland Spring Water.

- Pure Bowland Spring Water...refreshingly unique!



PURE STILL  
SPRING WATER

## PACKAGING SPECIFICATION DETAILS

### PLASTIC (PET) STILL/SPARKLING WATER - RETAIL PACKS

Bottle Size	Case Count	Layer Quantity	Pallet Quantity
330 ml*	1x8	36	252
500ml	1x12	20	140
500 ml Sports	1x12	20	140
1000 ml	1x12	21	84
1500 ml	1x6	16	64



STILL RANGE

### PLASTIC (PET) STILL/SPARKLING WATER - MULTIPACKS

Bottle Size	Case Count	Layer Quantity	Pallet Quantity
330 ml*	8	36	252
500ml	12	20	140
500ml Sports*	12	20	140



SPARKLING RANGE

\* Note - 330ml & 500ml Sports does not come as sparkling

### GLASS STILL - BULK PACKS

Bottle Size	Case Count	Layer Quantity	Pallet Quantity
750ml	12	21	84



GLASS STILL

### PACKAGING SPECIFICATIONS - Still and Sparkling

Bottle Size	Case Count	Layer Quantity	Number of Layers	Pallet Quantity	Pallet Height (cms)	Pallet Weight (kgs)
330ml (Flatcap)	8	36	7	252	1273	766
330ml (Flatcap)	4x6	12	10	120	1813	365
500ml (Flatcap)	12	20	7	140	1658	983
500ml (Flatcap)	24	12	7	84	1658	590
330ml (Sportscap)	4x6	12	10	120	1413	365
500ml (Sportscap)	12	20	7	140	1833	983
1 Litre	12	21	4	84	1253	724
1.5 Litre	6	16	4	64	1373	618
750ml Glass	12	21	4	84	1173	912

NOTE: Total pallet weights includes 25kg for pallet weight.