Press Release from the Natural Source Waters Association

For immediate use

**NSWA response to the Greenpeace and EIA 'Checking out on plastics II' report'**

In the run up to the release of Greenpeace and the EIA's report, 'Checking out on plastics II', one of the report's recommendations was trailed in some media. The focus of this trail was the amount of natural source water sold in supermarkets over the last year and a call for refill stations to be installed in supermarkets.

All natural source water sold in the UK comes from land that is protected and kept free of pollution through responsible environmental management. The water is safe to drink at the source without chemical treatment or processing and it is bottled at source to preserve the quality and unique properties of the water.

Whilst we support all ways to encourage choosing water for healthy hydration, tap water, which needs to undergo treatment to make it safe to drink, cannot replace natural source waters as they are fundamentally two different offerings.

We know that consumers will choose a natural source water because they are natural (36%) or because they prefer the taste (32%). In a recent survey\*, consumers said that if they went to a shop to buy a natural source water and it was not available 37% would buy another drink and only 22% would ask for a tap or find a water fountain.

PET plastic bottles are 100% recyclable with a 74% kerbside collection rate for recycling\*\* and our members actively encourage consumers to recycle at home and on-the-go. Natural source water producers want to see packaging waste eliminated from across the supply chain and are committed to working with Government and other key organisations to do this. We believe the introduction of a Deposit Return System will improve recycling rates, reduce litter and help to support a circular system where nothing is wasted.

**ENDS**

Notes for editors:

1. The Natural Source Waters Association, formerly the Natural Hydration Council, represents producers of natural source waters. Membership includes the majority of natural source water producers in the UK, as well as leading importers.
2. For more information go to [www.naturalsourcewaters.org.uk](http://www.naturalsourcewaters.org.uk) or call 0208 996 5115.