

The voice of the  
**watercooler** industry

*we*

***we***<sup>®</sup>  
watercoolers europe

# **WE**, Watercoolers Europe

## INTRODUCTION

Today **influencing policy makers of national governments as well as the EU, European Union, in Brussels is essential for the long term security of our members' investment in the watercooler industry.**

Our voice can only be heard and influential if it represents as many member companies as possible. When any trade association speaks for the majority of the companies in an industry it can truly claim to speak with authority.

**WE**, Watercoolers Europe, founded in 1993, is a non-profit making and non-governmental international association dedicated to the interests of the watercooler industry. The establishment of a Brussels office in 1998 was a pivotal point for the industry and the Association. Whilst membership was initially based on direct company membership, in 1999 the Association altered its structure to become **an Association of Associations. This structure is in accordance with the representational structure required by the EU Commission for direct communication with it.**

In this respect **WE** is initiating and coordinating the formation in each country of a national association through which individual company membership is represented.

In June 2000 **WE** became a **founding Member of the International Council of Bottled Water Associations (ICBWA)** established to represent the interests of the bottled water and watercooler industry worldwide. This organisation consists of regional associations from Asia, Australia, Canada, Europe (**WE**), Latin America and the United States.

Today, **WE represents the interests of the watercooler industry in Greater Europe, the Middle East and Africa.** Its membership includes national associations comprising of bottlers and distributors of both bottled and plumbed-in watercoolers and companies supplying the industry with products and services. At present **WE** comprises over 300 companies.





### **Members of *WE* include:**

- ▶ National Associations
- ▶ Water bottlers
- ▶ Watercooler distributors
- ▶ Product and service suppliers to the industry

**Not yet a member?**

**Join us!**



# WE, our mission

## OUR MEMBERS' SUCCESS

### **WE is the unique source of information in the watercooler industry**

Watercoolers Europe serves as the source of **expertise, knowledge and professional resources for the industry**. By providing solutions to members' various concerns and promoting the exchange of technical, scientific and regulatory information, the Association **educates and supports its member companies to succeed in business and protect their investment**.

Focused on advancing the industry's progress, the Association creates national and regional partnerships encouraging the foundation of new national associations and assisting them to establish and develop.

### **WE protects its members' interests**

Watercoolers Europe keeps members up to date on the development of EU legislation and through effective communication and engagement in the political decision-making processes, seeks to influence the drafting of directives affecting the industry on behalf of and in the best interest of its members.

**The Association serves as liaison between the industry, government and the public.** By coordinating common positions from its members input, the Association acts as a single voice to the EU, national government agencies and regulatory bodies whose regulations and standards impact the watercooler industry.

Since the nature of directives formulated by the EU in Brussels is increasingly complex and cross-industry **Watercoolers Europe co-operates and discusses areas of mutual interest with other industry organisations and associations**.

### **WE enhances its members' positive brand perception**

Through **education, information and advocacy**, Watercoolers Europe is dedicated to supporting members in enhancing the quality of the products and services they provide both to the trade and consumers alike.

The Association works on self-regulatory instruments, such as **WE's Code of Good Hygienic Practice** to define, promote and maintain the highest quality standards

for the benefit of consumer protection and ethical practices in the industry. Achieving **WE's** exacting standards is a recognised quality & safety mark.

### **WE is the meeting point of the watercooler industry**

Above all, Watercoolers Europe gives its members the opportunity to expand their business, establish win-win relationships and opportunities with other businesses and develop clients. It is also the place for the exchange of ideas and best practices relevant to the industry.





Learn more about the watercooler business  
**with WE!**



Find the relevant regulations at  
**[www.WatercoolersEurope.eu](http://www.WatercoolersEurope.eu)**



# WE and Europe



## REGULATION & SELF REGULATION

**WE's Code for the watercooler industry (Code of Good Hygienic Practice)** is a composite of European and International regulations thereby ensuring that all best practice is incorporated for the benefit of consumer protection. **The Code sets standards for the industry which are also based on the extensive experience of WE members** and acts as a self-regulatory instrument.

Through frequent mandatory plant and distribution centre inspections and audits based on the Code, carried out by internationally acclaimed third party certification organisations, **WE** ensures the necessary high compliance of its members with all relevant health & safety requirements.

### EUROPEAN LEGISLATION CURRENTLY IN FORCE

- ▶ Directive **2009/54/EC** relating to Mineral & Spring Waters.
- ▶ Directive **98/83/EC** relating to water not covered by 2009/54/EC.
- ▶ Regulation **852/2004/EC** relating to the hygiene of food.
- ▶ Regulation **EU 2011/10** relating to materials in contact with food.

### INTERNATIONAL LEGISLATION CURRENTLY IN FORCE

- ▶ Codex Alimentarius **CL 1994/4-FH** relating to International Good Practice Guidelines – Basics of Food Hygiene.
- ▶ World Health Organisation **WHO/FNU/FOS/93.3** relating to Guidelines for the Application of HACCP Systems.

# WE and you

## BENEFITS OF WE MEMBERSHIP

### WE Technical Manual

This substantial compendium is an essential tool enabling members to **develop, improve and benchmark their various operations**. It also gives supplier members valuable insight into their prospective market place.

### WE Membership Directory

A complete **listing that includes all WE members** from different countries, enabling easy reference and direct communication between members.

### Privileged access to the Members Section of the WE website

Web pages exclusively accessible by **WE** members contain news, regulations governing the watercooler industry, PR guidelines, protocols for crisis management and much more invaluable information.

### Participation in committees

**WE** encourages open, lively and collaborative committees. By becoming a member **your voice will be heard** in the decision making process of **WE**.

### Annual Convention & Trade show

Each year **WE** hosts this event over a two day period in an easily accessible major city where **members and non-members meet each other**. In recent years, the event has been held in; Barcelona, Paris, Berlin, Bergamo, Warsaw, Athens and Prague with spectacular sales success for **WE** supplier members that exhibited there. For our other members the events are a great opportunity to meet fellow members, potential customers and industry colleagues.

### WE Logo use

Each member has the privilege and opportunity to use the **WE** logo. This logo **certifies the member's compliance with the watercooler industry's highest standards**, whatever the category of membership and may be used on company stationery, marketing materials and websites but not on bottle labels or watercoolers.







## Training & Information

Through high-quality training programmes, *WE* ensures that its member companies produce safe, high-quality products and strictly adhere to European directives and regulatory and legislative requirements.

- ▶ **HYGIENE AWARENESS COURSES FOR BOTTLED WATERCOOLERS AND POINT OF USE WATERCOOLERS**
- ▶ **BOTTLING PLANT OPERATORS COURSE**
- ▶ **DISTRIBUTION DEPOT MANAGERS COURSE**
- ▶ **WATERCOOLER SANITISATION COURSE**

**And more...**



**[www.WatercoolersEurope.eu](http://www.WatercoolersEurope.eu)**

A woman with blonde hair and a young girl are looking at a laptop screen. The woman is pointing at the screen. The laptop screen shows the WE website with a newsletter sign-up form and a membership directory section.

## On *WE's* website you will find:

- ▶ Frequently updated articles
- ▶ Key-note interviews
- ▶ Industry events calendar
- ▶ Key sector issues
- ▶ Training & education
- ▶ Regulations & standards
- ▶ *WE's* Technical Manual
- ▶ Monthly Newsletter
- ▶ Members directory

and much more ...

Visit our website and



become a member in 3 clicks  
[www.WatercoolersEurope.eu](http://www.WatercoolersEurope.eu)



# WE web

## THE MEETING POINT OF THE MEETING POINT

**WE** is the meeting point of the watercooler industry and **WE's** website is the heart of **WE** - our reference center and the place to be up to date.

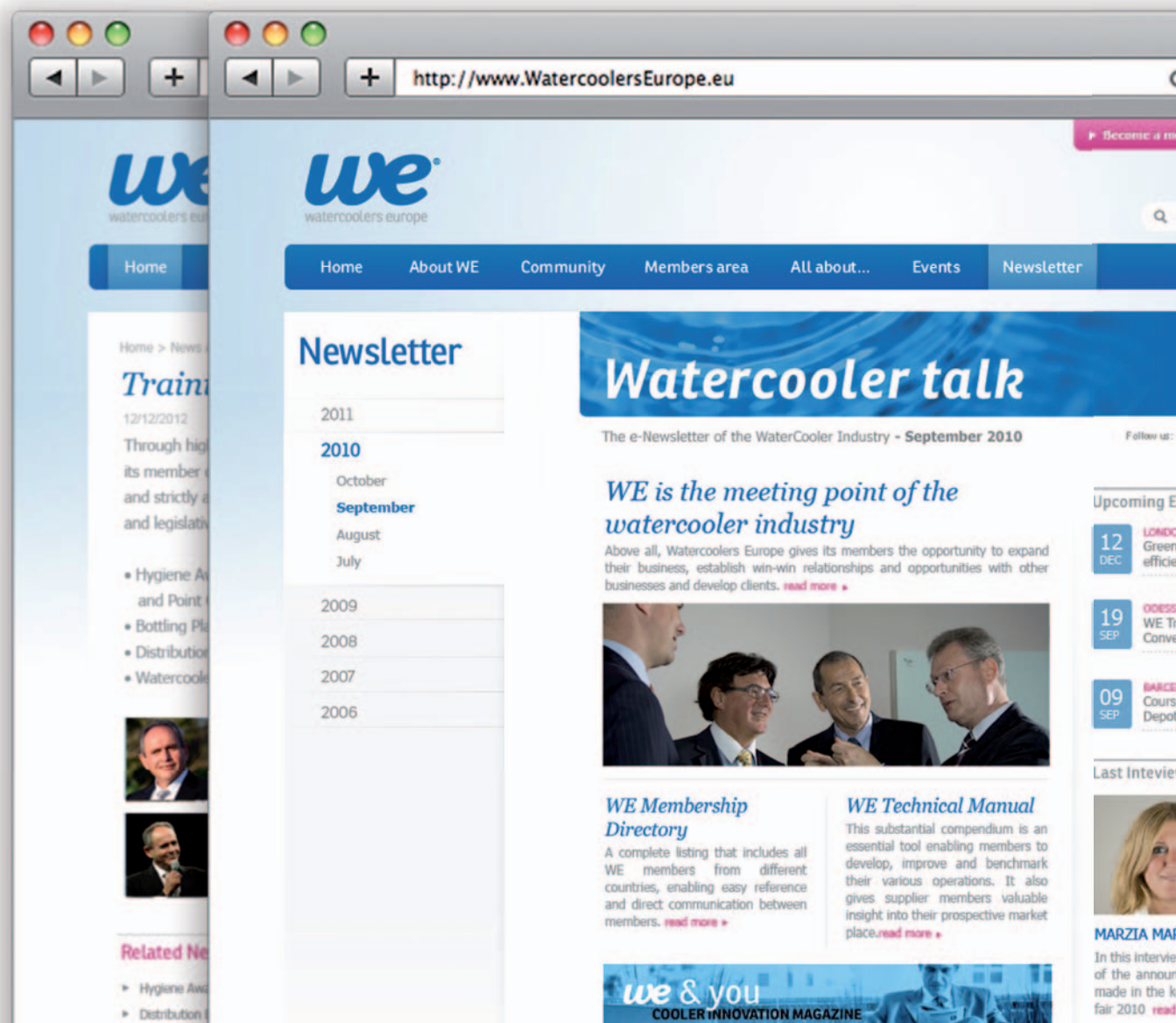
Our website gathers and coordinates information from all sources around the watercooler industry, both at European and worldwide level.

**WE's** website is in continuous evolution, frequently updated, full of practical and essential content as well as relevant and headline news that helps our members achieve a return on their investment by anticipating market changes, challenges and opportunities.

Our members have privileged and secure access to some web pages, with specific information directly related to the business, training, international legislation, technical and crisis manuals, directories, etc.

**WE's** website also allows our members and registered users free access to the **WE** Newsletter through which they become the first to know the latest news in and about the industry.

In a word, being connected to **WE's** website, our site, *is the best way to grow.*



These **National Associations** are already members of **WE**:

<b>ABWA</b>	Austrian Bottled Watercooler Association
<b>ADEAC</b>	Asociación de Envasadores, Distribuidores y Proveedores de Agua en Cooler
<b>AFIFAE</b>	Association Francaise de l'Industrie des Fontaines à Eau
<b>AIABO</b>	Associazione Italiana Acqua in Boccioni
<b>APIAM</b>	Associação Portuguesa dos Industriais de Águas Minerais Naturais e de Nascente
<b>ASIIB</b>	Azerbaijan Republic "Producer of Water" Public Union
<b>AWCN</b>	Associatie Watercoolers Nederland
<b>BWA</b>	Belgian Watercooler Association
<b>BRWA</b>	Baltics Regional Watercooler Association
<b>BWAU</b>	Bottled Water Association of Ukraine
<b>BWCA</b>	British Water Cooler Association
<b>BWPU</b>	Bottled Water Producers Union
<b>CABW</b>	Ceska asociace barelových watercooleru o.s.
<b>GWCA</b>	German WaterCooler Association
<b>HBWA</b>	Hellenic Bottled Watercooler Association
<b>NWCA</b>	Nordic Water Cooler Association
<b>PLBWA</b>	Stowarzyszenie "Woda w biurze i w domu"
<b>SBWA</b>	Swiss Bottled Watercooler Association

And also **more than 300 watercooler distributors, bottlers and products and services suppliers for the watercooler industry ...**

**Not yet a member? Join us!**



**[www.WatercoolersEurope.eu](http://www.WatercoolersEurope.eu)**