



Ice River Springs Water Co.

“Born Again Bottles”

Ryan L’Abbe - VP & General Manager

June 21, 2012





Our Operations & Customers

- Largest private label bottled water company in Canada (3 plants)
- Established and growing operations in the U.S. (6 plants by end of 2012)
- Privately owned company established in 1995
- Proven supplier to North America's largest retailers for over 14 years



Top Canadian Customers

Tim Hortons Walmart

provigo

Loblaws

SAFEWAY

COMPANIES LIMITED

Zellers

SHOPPERS
DRUG MART



Environmental challenges...

- Consumer choices being driven by impact of packaging
- Water bottles have been the “poster child” of sustainable product packaging concerns

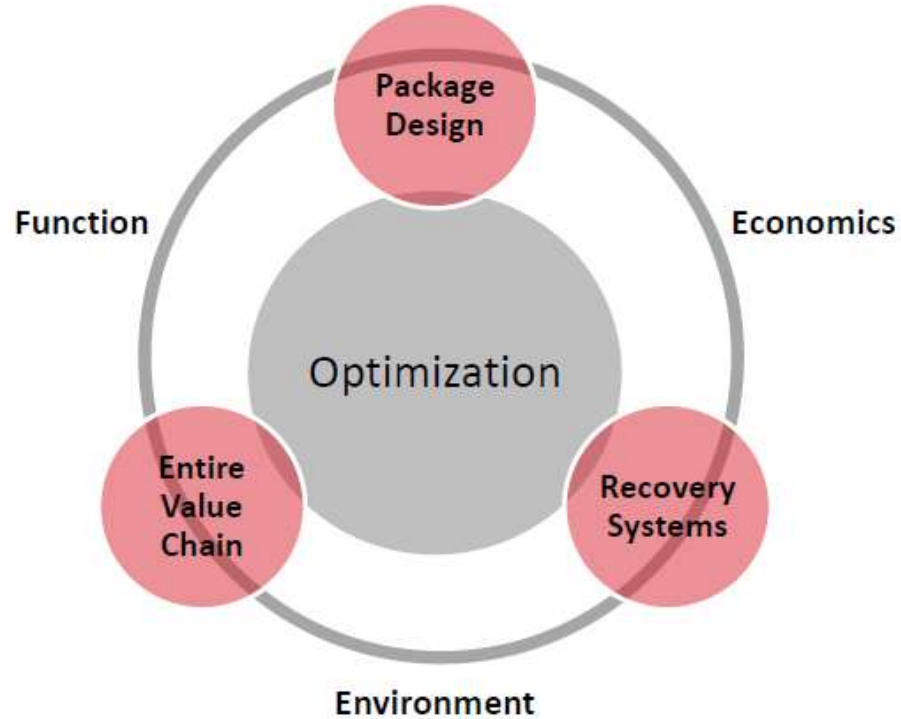
Packaging Optimization Initiatives

- ✓ Minimize packaging (thinner bottles, smaller caps)
- ✓ Efficient production (lighting, geothermal cooling, green chilling)
- ✓ Minimize transportation
- ✓ Integrate recycled content into packaging (next level of thought)



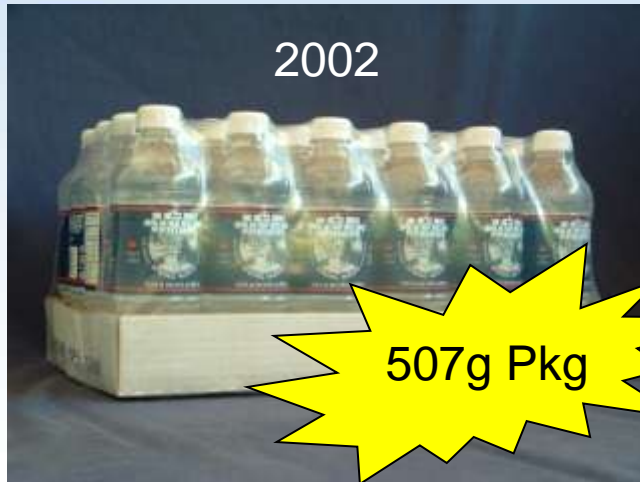


Packaging Optimization is a balance





Packaging Material Reductions



2002

507g Pkg

18.5g bottle

2.0g white cap

Clear LDPE wrap

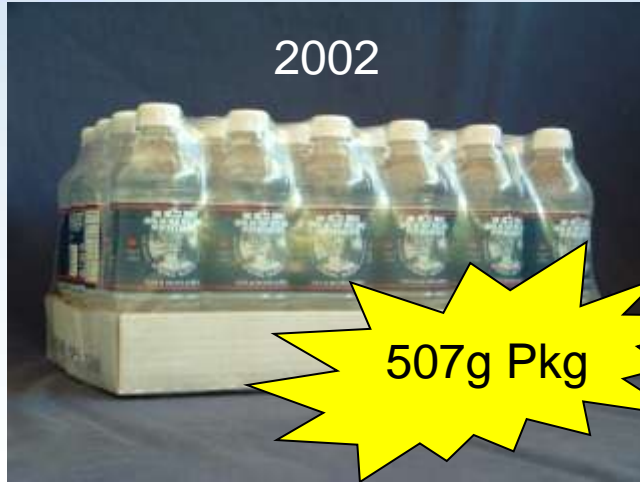
Virgin corr standard tray

Tier sheets between layers

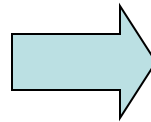




Packaging Material Reductions



- 18.5g bottle
- 2.0g white cap
- Clear LDPE wrap
- Virgin corr standard tray
- Tier sheets between layers



- 9.1g bottle (53% reduction)
- 1.2g natural slim cap
- Clear LDPE printed wrap
- Recycled pad or unsupported
- No tier sheets

53% reduction in packaging materials used 2002 to 2012





Integrating recycled content

- Next level of thinking beyond simply reducing the amount of packaging used
- Creates demand for manufacturers of recycled materials
- Creation of truly “green” jobs



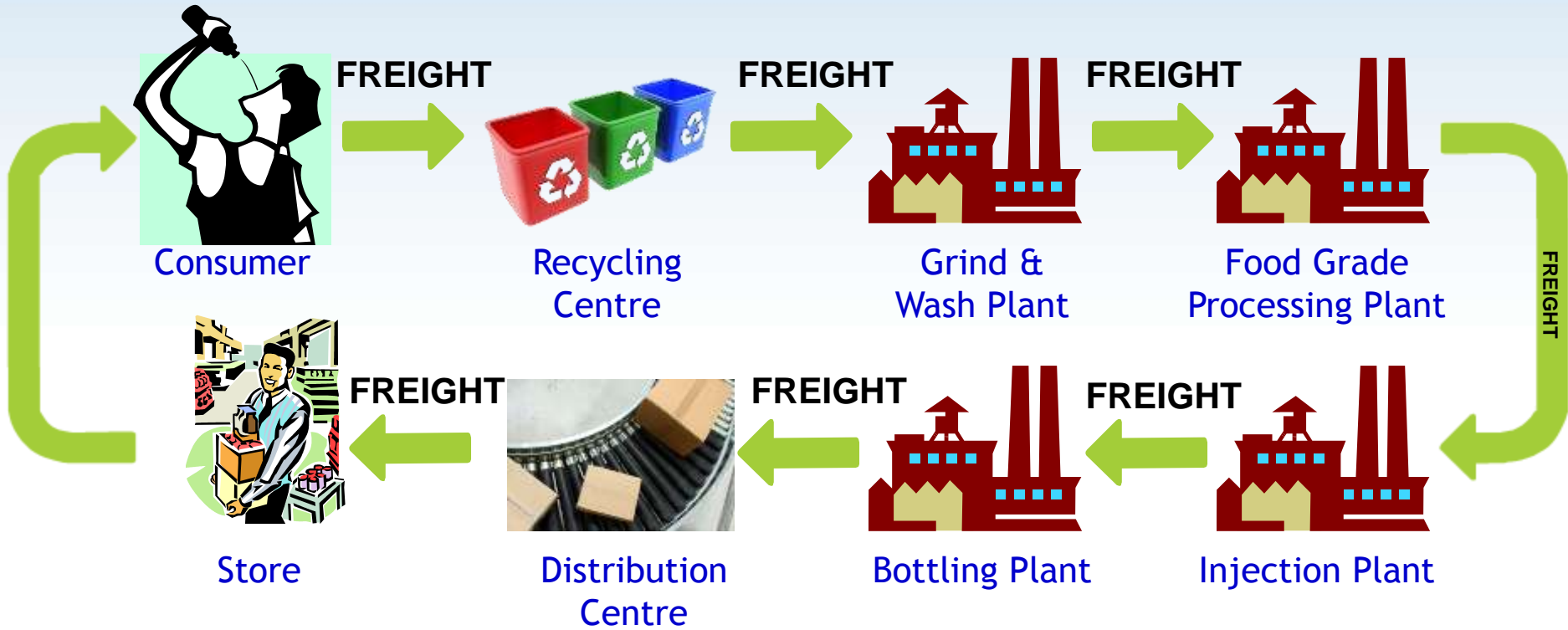
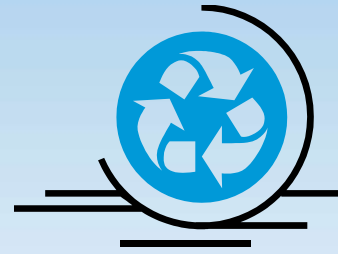


- Subsidiary of Ice River Springs created in July 2010
- Processes incoming bales from municipal recycling plants into clean clear/green flake
- Flake then processed into FDA/CFIA approved pellet for injection at 100% into bottles

Production Facility - Shelburne ON

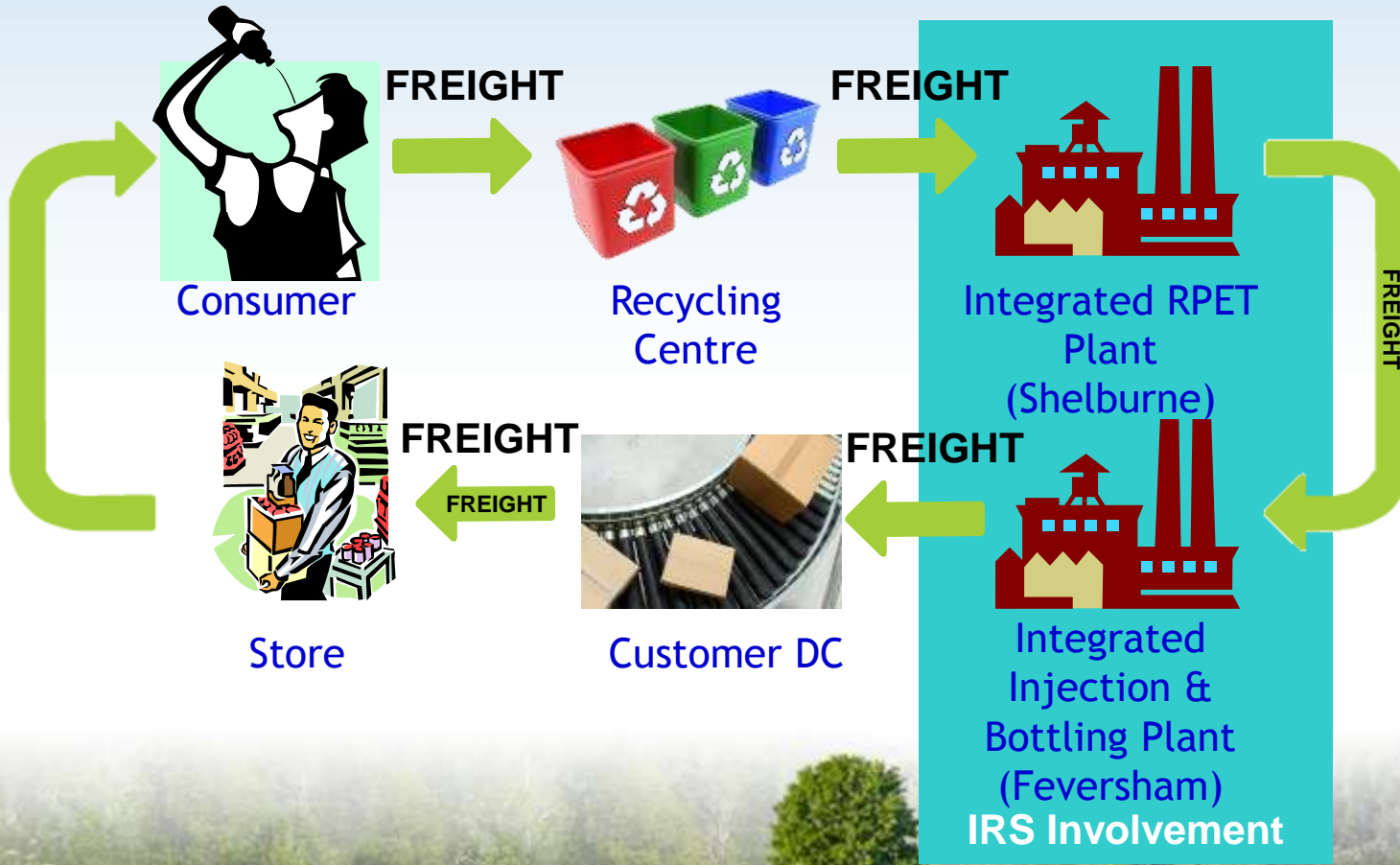
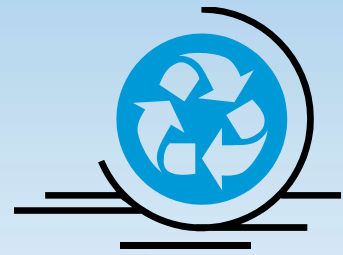


How others do it?





How we do it - the “closed loop”




Increasing The Environmental Value Of Closed Loop Recycling By Reducing The Number Of Steps In The Process





Transportation Impact In-house resin vs purchasing

If you were to produce 1 000 000 cases of 24 pack product from RPET, how many truck kilometres would be required?

Shipping From → To	 ICE RIVER SPRINGS NATURAL SPRING WATER	Others using RPET
Material Recovery Facilities → Wash & Grind Plant	386 km	5 640 km
Wash & Grind Plant → Food Grade Processing Plant	0 km (on site)	26 780 km
Food Grade Processing Plant → Injection Plant	5 649 km	2 622 km
Shipping From The Injection Plant → Bottling Plant	2 309 km	19 485 km
TOTAL:	8 354 km	54 527 km

Vertical integration dramatically reduces the carbon footprint of bottle-to-bottle recycling.





Why have we been successful?

- Sustainability is embedded in our company vision
- Protecting and preserving the environment is embedded in our culture (owners)
- The leaders of our company place a high internal value on innovation that leads to improvements in sustainability
- Sustainability = reduced costs (long-run)
- Our customers were looking for sustainable packaging options for their brands





Barriers to success...

- Insufficient supply of recycled material from consumers - need to collect more
- Because we don't collect enough, big players need to continue to make more PET (plant-based)
- Must push to eliminate "look-a-like" plastics that contaminate the PET waste stream (i.e. PVC, PLA, PET-G) - need to drive for PET/HDPE as the plastics of choice
- Customers need to demand reduced packaging
- Transportation costs have a huge impact

