



Natuurlijk mineraalwater | Eau minérale naturelle
VALVERT



HD
INTERNATIONAL TRADE



Agenda

- History of Valvert
- Valvert – RPET
- Agrivair
- Factory

History of Valvert



The Valvert source and bottling plant is located in the south of Belgium, at the border with Luxembourg, France and Germany. No other European city is so close to 4 countries.



Address: Rue du bois 100, 6740 Etalle, Belgium

-50

The Romans settle in Etalle. It's an important crossroad between the highway to Reims and Trier. They discover and use the Valvert source to drink and bath.

1989

First studies by the GGS to find a water source. The Etalle location is chosen for its water quality and quantity.



1991

Finalisation of the factory.

1993

Commercial with Willy the bear, the wolves and the eagle.



1990

Creation of Valvert, L'eau à l'état sauvage.



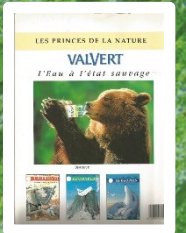
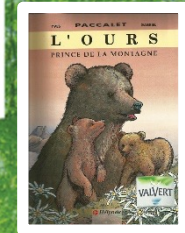
1992

Valvert joins Nestlé Waters.



1994

TV campaign with Willy the bear in the tree.



1996

The final TV campaign with the bears goes live.

1995

Valvert starts in France. Together with a new fun bear commercial, pins and teddy bears



Valvert has a long history, strongly linked to nature.

2002
Billboard campaign with forest trees of Etalle.

2008
New RPET packaging, first in Belgium.

2011
Start of bottling of Nestlé Pure Life.

Valvert, l'eau à l'état sauvage.
Eau Minérale Naturelle

2015
25 years celebration! Launch of 'Ça nature, c'est ma force' campaign.

2013
Start of the Wet Aquadémie

2016
'Ça nature, c'est ma force' campaign.

VALVERT. SA NATURE, C'EST MA FORCE.

Ensemble, préservons l'eau
Wet Aquadémie

2019
A new sustainable, special bottle is launched.

2018
Valvert and Agrivair start working with 9 local farmers to only produce organically.

agrivair

CONTENT STRATEGY



**VALVERT
Inspire**

Inspiration from nature



**VALVERT
Active**

Inform about activities



**VALVERT
Unique**

Getting to know VALVERT

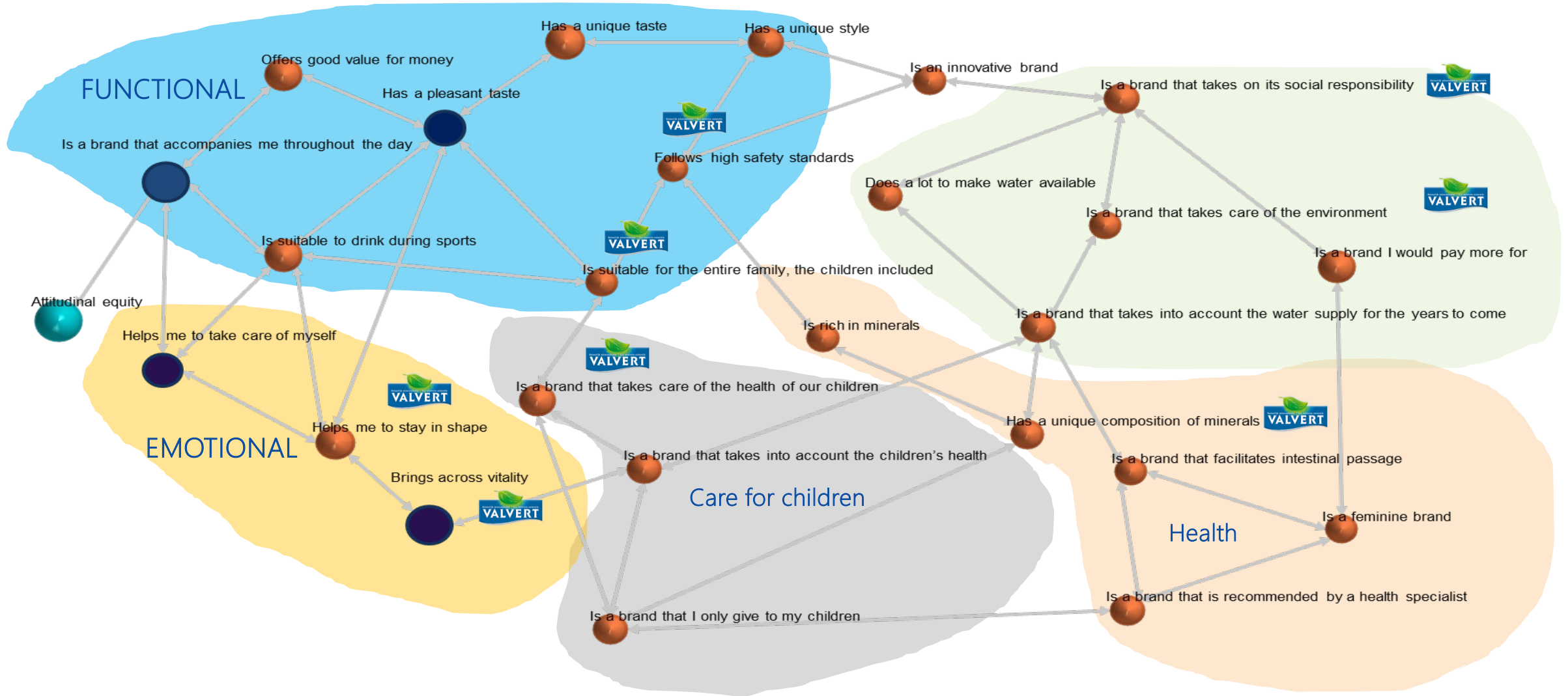


**VALVERT
Experience**

Join the nature guides
with VALVERT

Brand Drivers in Still Water in Belgium: Valvert

Valvert has an unique positioning, but lacks a strong functional promise.



Valvert - RPET





THE 1ST BELGIAN MINERAL WATER BRAND WITH A 100% RPET BOTTLE!

A bottle made 100% from recycled bottles,
that is also 100% recyclable.



- ✓ Launch Q2 2019
- ✓ 150cl: 100% RPET
- ✓ 50cl: 50% RPET
- ✓ Q1 2020: Full 100%



**CES BOUTEILLES SONT PRODUITES
À PARTIR D'ANCIENNES BOUTEILLES.**

**CES BOUTEILLES CONTIENNENT 100% DE PLASTIQUE RECYCLÉ (rPET)
ET SONT 100% RECYCLABLES.**

**DEZE NIEUWE FLESSEN ZIJN GEMAAKT
VAN OUDE FLESSEN.**

**DEZE FLESSEN ZIJN GEMAAKT VAN 100% GERECYCLEERD PLASTIC (rPET)
EN ZIJN 100% RECYCLEERBAAR.**



EAU MINÉRALE
NATURELLE BELGE

VALVERT

BELGISCH NATUURLIJK
MINERAALWATER



Fait à partir de 100%
de plastique recyclé (rPET)
et 100% recyclable.

Gemaakt van 100%
gerecycleerd plastic
(rPET) en 100%
recycleerbaar.



Convient pour
la préparation
des aliments
des nourrissons.

Geschikt voor
de bereiding
van baby-
voeding.



1,5 L

Analyse
(mg/L) :

Ca ²⁺	67,6
Mg ²⁺	2
Na ⁺	1,9
Cl ⁻	4
SO ₄ ²⁻	18
HCO ₃ ⁻	204
pH	7,3

Résidu sec/
Droogrest :
201 mg/L
(180°C)

Embouteillée par N.W.B., Rue du Bois
100, Etalle, Belgique. À consommer de
préférence avant le : voir goulot. Conserver
à l'abri du soleil, dans un endroit tempéré,
sec et sans odeur. N'oubliez pas de trier vos
bouteilles pour qu'elles puissent être
recyclées et ainsi permettre à d'autres
bouteilles de voir le jour.

Gebotteld door N.W.B., Rue du Bois 100,
Etalle, België. Ten minste houdbaar tot: zie
hals. Koel, droog, geurvrij en uit zonlicht te
bewaren. Vergeet niet je flessen te
sorteren, zo maak je het mogelijk dat deze
terug nieuwe flessen kunnen worden.

Contact :

+32(0)25295525, www.nestle.be;
+31(0)205699699, www.nestle.nl;
+33(0)811812813, www.nestle.fr



Consigne pouvant varier localement
> www.consignesdetri.fr
Valable uniquement pour la France.
Enkel geldig in Frankrijk.
Voor Nederland: met statiegeld.

**PENSEZ
AU TRI !**

FILM
PLASTIQUE



À JETER

BOUTEILLE
ET BOUCHON
PLASTIQUE



À RECYCLER

5 410789 012630



Valvert 6 x 150 cl

- ✓ Bottle: 100% recycled plastic (rPET), 100% recyclable
Launch Q2 2019
- ✓ Label: 100% recycled paper, 100% recyclable
Since 1990
- ✓ Shrink: 50% recycled plastic, 100% recyclable
Launch Q1 2020



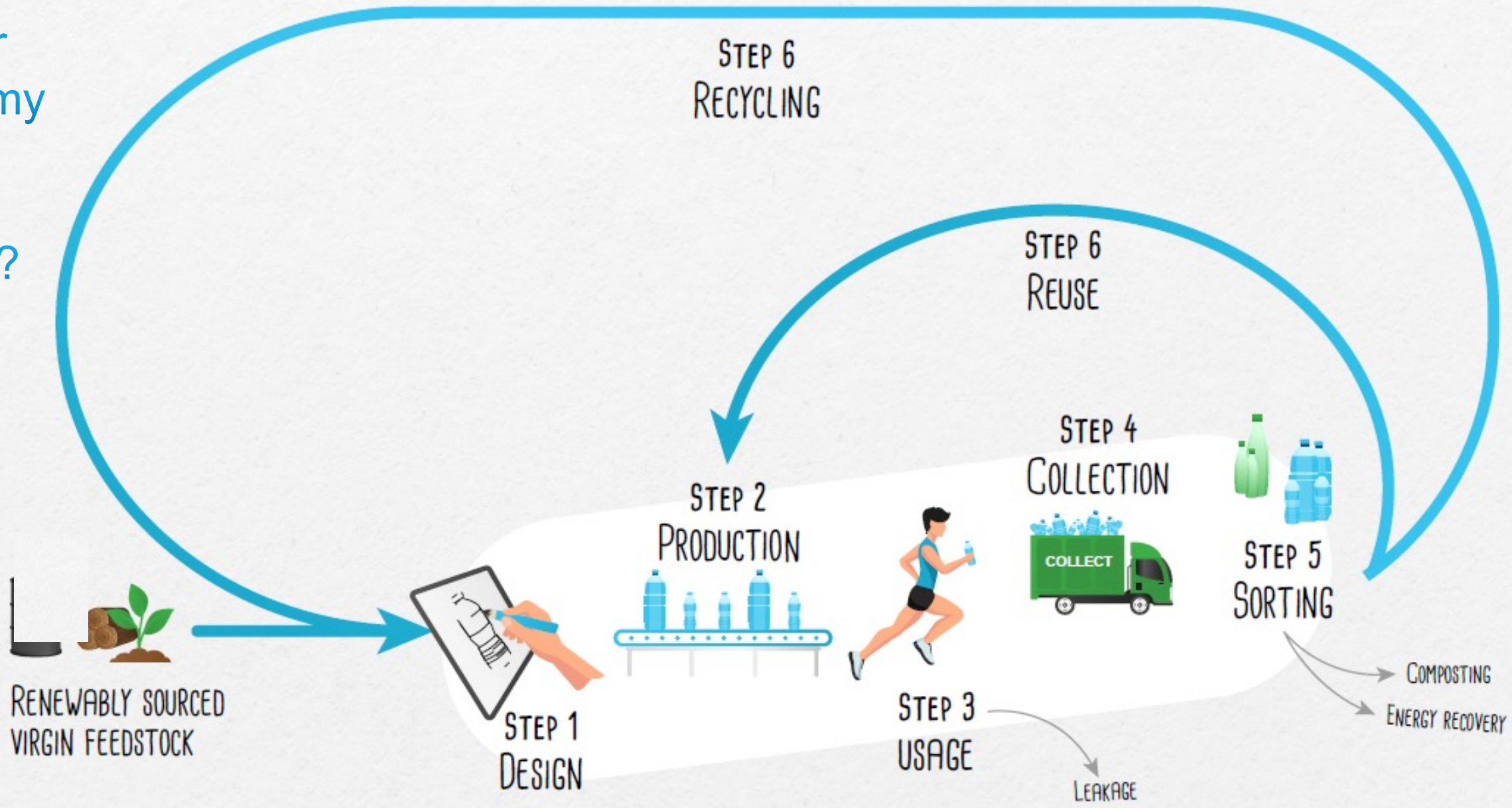
Valvert 8 x 50 cl

- ✓ Bottle: 50% recycled plastic (rPET), 100% recyclable
Launch Q2 2019
- ✓ Bottle: 100% recycled plastic (rPET), 100% recyclable
Launch Q4 2019
- ✓ Label: 100% recycled paper, 100% recyclable
Since 1990
- ✓ Shrink: 50% recycled plastic, 100% recyclable
Launch Q1 2020



The circular economy for RPET bottles?

USE RECYCLED PLASTIC



Belgian consumers increasingly buy eco-consciously.

41% of Belgians changed brands in 2018 because of sustainability.

59% of Belgians say they buy different (vs. 39% in 2018).

60% of Belgians say they don't buy a brand if it doesn't respect nature in their regard (vs. 24% in 2018).

77% of Belgians can name a sustainable brand in 2019 (vs. only 37% in 2018).



THE 1ST BELGIAN MINERAL WATER BRAND WITH A 100% rPET BOTTLE (2019)



'This brand takes care of the environment.' (2018)



Agrivair





Since 2018 Valvert, the city council of Etalle, Nestlé, Agrivair and 100% of local farmers on the catchment area made an agreement to preserve the resource in the Chantemelles region of 40 ha. This way the source remains protected.

How do all parties work together?

Farmers



Farmers accept to respect a specification list:

- Zero pesticide
- A limited fertilization

The goal : Less than 10 mg/l of nitrates (NO3) in the under-root zone and no trace of pesticide.



Agrivair



In exchange Agrivair/Valvert provides them with:

- Free technical support
- Subsidies for the intercrop
- Subsidies for the spread of mineral and organic material for the fertilization



City of Etalle

And in exchange city of Etalle provides them with

- Subsidies for the mechanical weeding





Aiming for zero environmental impact in our operations by 2030

Plastic strategy for Nestlé Waters

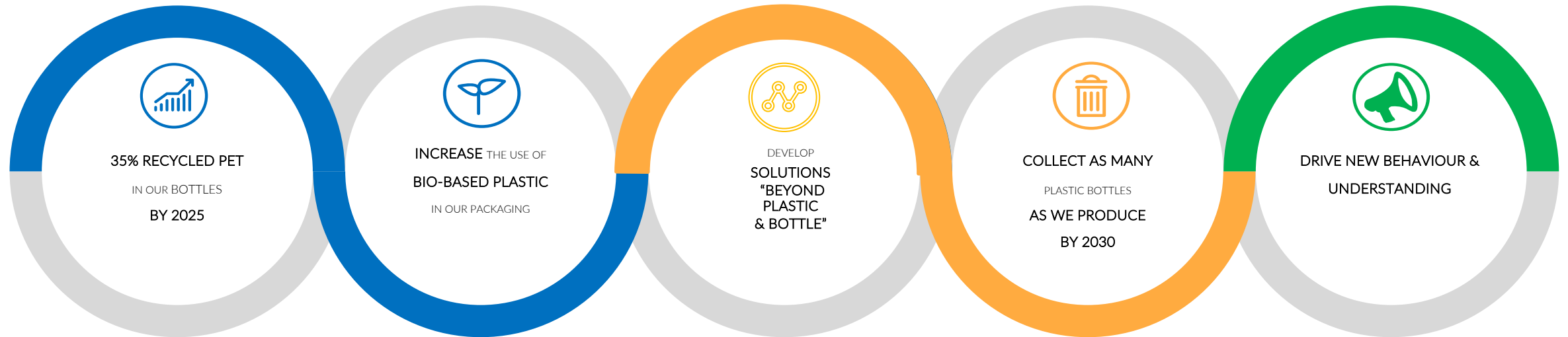


AMBITION

100% of our packaging is recyclable or reusable by 2025

VISION

1. None of our packaging, including plastics, ends up in landfill or as litter
2. Reduce carbon footprint of transport policy
3. Reduce carbon footprint of factories & manage water resources responsibly



COLLABORATION & ENGAGEMENT, ADVOCACY, COMMUNICATION



Help shape a waste free future



De verandering zit binnenin.



Factory





The factory



Forest area of 35 km²

Building of 30.000m² for industrial bottling equipment and for storage of finished products, with a capacity 10.000 pallets.



Modern equipment for injecting preforms and filling PET bottles.

- ✓ Injection production → 4 presses.
- ✓ 360 million preforms produced in 2018, of which 45% for external needs.

