

Enhancing your brand...  
Naturally.



Private  Spring Water

## Who We Are

Private Spring Water offers a unique and natural way to deliver your message and elevate your brand! Our custom-labeled bottles are an ideal solution to enhance your guest experience, add revenue to your bottom line, help promote an event, or motivate your employees to enrich their bodies and minds in a natural, healthy way with spring water.

Since 1994, Private Spring Water has been the leading national supplier of premium quality, private labeled spring water in the United States. Our vertically-integrated services include state-of-the-art bottling facilities in California and Pennsylvania, an in-house graphic design team, an advanced nine color label printing press, and an efficient network of delivery trucks for local distribution. We have also strategically partnered with reliable freight carriers that offer us outstanding shipping rates that we pass along to our customers for national distribution.

Private Spring Water is the perfect choice for organizations looking to enhance their brand while providing responsible hospitality. We offer a variety of cost-effective programs that are customized to fit our customers' needs—backed by exceptional customer service.

Brands come to life with Private Spring Water!

## About Our Water

Private Spring Water is the leading national supplier of Premium Custom Labeled Spring Water. Optimizing time and resources, we have plants located in California and Pennsylvania, making us the number one choice for premier resorts, hotels, and retailers throughout the country and the Bahamas.

Our plant in Pennsylvania has bottled water at the source since 1927. This water source flows from the Penobscot Ridge Mountains in the Lackawanna State Forest of Pennsylvania, a majestic area with exceptional water quality and taste.

Private Spring Water's California plant sources from both Baxter Springs in Northern California and the ancient springs of the great Palomar Mountain in San Diego County, California.

Baxter Springs, located 4,500 feet up in the pristine Northern California Sierra Nevada Mountains, has been producing spring water for 150 years. This rich natural spring produces thousands of gallons of water daily with consistently outstanding clarity and quality and a refreshing taste.

The protected Palomar Mountain towers high above Northern San Diego County. High in elevation and generous in annual precipitation, this source produces a rich amount of clean, high quality water that's hard to beat. Palomar Spring water is naturally alkaline, pure H<sub>2</sub>O.

Interested in enhanced water? We offer that too! Private Spring Water offers a variety of water types for our customers.

Choose from: Sparkling, Purified, Spring, Mineral Enhanced, Vitamin Enhanced, Flavored, Alkaline, and De-Ionized Water

## Sustainability Practices

Private Spring Water takes our impact on the environment seriously, and we apply a proactive approach to being environmentally responsible. We have invested financial resources to become a 65 percent solar sufficient company with a zero carbon footprint due to our continuous sustainability practices. Our conversion to solar power has enabled us to become Carbon Neutral. Private Spring Water offsets 100 percent of our electricity with renewable energy credit and 100 percent of our fleet emissions with VERs (Verified Emissions Reductions).

## Working With Your Brand



Our RPET bottles are made of 100 percent recycled plastic. Our products, including our natural spring water and packaging materials, are sourced locally, which reduces our fuel consumption and emissions.

### Distribution

Private Spring Water will control delivery on time, every time. Our plants are strategically located within 100 miles of New York City and San Francisco. We offer timely bottling and distribution from our own fleet of delivery trucks and a network of freight partners with whom we have negotiated outstanding shipping rates. This ultra-organized shipping process saves not only time and money for our clients, but keeps Private Spring Water clean and Green by cutting down on unnecessary fuel usage.

### Vertical Integration

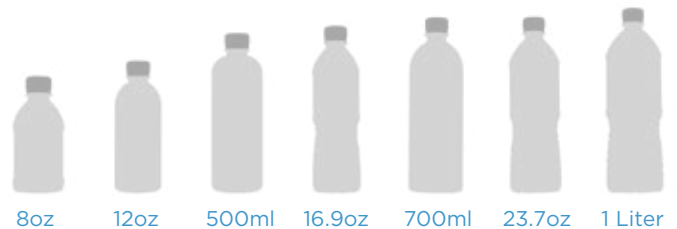
Our vertically-integrated services include state-of-the-art bottling facilities, an in-house label design team, advanced nine color label printing press, and distribution with our network of delivery trucks and freight partners.

### Design

Private Spring Water has an in-house design team with years of experience designing tens of thousands of labels for our customers. Our design team will consult with you on ways to best represent your brand and apply it to your bottle. We must take into account many different elements that may effect your design such as the magnification of the water and curve of the bottle. Our personalized and consultative approach will result in a branded bottle of water we are all proud of. We are committed to bringing your brand to life.

### Printing and Labeling

Private Spring Water provides the highest quality full color custom printed labels available. Using the latest printing technology combined with our customized nine color flexographic press, Private Spring Water offers options ranging from economy semi-gloss to cutting edge 3D full color graphics. Our efficient printing process results in a significant reduction in time to market—meaning better quality and quick turn around.





## Bottling

We have several bottle sizes and styles, with different bottle caps to choose from, that enable you to customize your water. Whatever your needs are, we have the best solution for you to enhance your brand—naturally.

## Our Clients

Private Spring Water bottles water for some of North America's largest companies.

These relationships allow us to offer customers comprehensive design services, a national distribution range, industry-leading quality assurance, and national customer service and support. Private Spring Water is the natural choice for organizations looking for a different and innovative way to represent their brand.

Since every private label is unique, we strive to provide the highest level of personalized customer service throughout the entire process. Through our expertise and

exclusive partnerships, we can offer an array of programs and packages aligned to the needs of any business budget.

Our strategic plant locations make us the ideal partner for customers with multiple locations throughout the U.S. That's why we are the approved and recommended vendor to some of the nation's leading hotels and resorts.

## Let's get started

Private Spring Water manages all aspects of your custom private labeled water, from initial design, printing, manufacturing, and ultimately delivering the finished product to you. We can service and supply our customers across the U.S. There isn't any other vendor that can do what we do at the level of vertically integrated services.

Our national customer service offers support for all of our products. Call 877-664-1500 to speak with a Private Spring Water representative who will deliver friendly, informed customer service every step of the way.

 Dorchester Collection

































Private Spring Water is committed to doing business responsibly and we are constantly seeking opportunities to make a difference.

Private  Spring Water

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 AVENIDA