

**7 MILLION EMPTY
PLASTIC WATER BOTTLES
ARE THROWN INTO
LANDFILL EVERY DAY**

What if?

- you could do away with plastic bottles and cups altogether
- you could still get the purest water for your employees
- you could save a fortune doing so
- and we would donate an extra 10% of what you spend towards ocean clean up projects
- It's time to go **Ape2o...**



The Solution.

- Ape2o: pure water fountains and lifetime steel bottles on a tech platform
- Our mission: to rid the world of plastic bottles and clean our oceans
- How? free machines/install/servicing, 40p per litre super-purified water, 0.5-1L bottles at wholesale (£6.25-9.50)
- At least 20% saving in total water costs, *as well* as being green *and* far less invoicing paperwork or reconciling
- Track and publish your company-wide impact and green credentials



Fancy £97,200?

Ape2o vs Office Water Coolers

- Example company has 5000 employees
- Investment: £31,250 in bottles
- Savings in year 1: over £65,950
- Savings in year 2 onwards: £97,200 p/a
- 10% Contribution to oceans = £30k p/a
- ZERO plastic bottles and cups used

see appendix for detail



Ape2o is poised to challenge the way we buy water on-the-go and help build a more sustainable future.

Your CSR budget can make a world of difference and save you money.

Thank you for your time.

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its time to go ape₂o



Appendix

usage assumptions:

5000 employees over 240 week days
125ml plastic cups stocked in building
each employee drinks 0.5L per day
1x 500ml Silverback bottle per employee

water cooler model:

£7.50 per 15L water cooler bottle
£0.50 per day rental on est. 10 coolers
plastic cups used (£15 per 2k) = 4,800,000
bottle cooler & cups costs = £337,200

ape2o model:

40p/L ape2o purified water refill
one-off Silverback costs = £31,250
ape2o purified water costs = £240,000
free ocean clean up contribution = £27,125

Conclusion:

No plastic cups or bottles used
Lifetime co-branded bottle for employees
Y1 saving = £65,950
Y2 onwards saving: £97,200
almost £30k p/a contribution to clean Oceans

