

ECOPURE
WATERS

THE DATA BEHIND THE SINGLE-USE SWITCH

The **EcoPure** Effect 2026

16M

bottles saved annually

4,500+

tonnes CO2 avoided annually

Down to 19p

cost per bottle

A WORD FROM OUR CEO

Every single-use bottle we save is a choice someone made

EcoPure Waters was founded almost 35 years ago and the pitch was simple: give venues a better (and much cheaper) way to serve water than trucking single-use bottles in and out every single day. What surprised us wasn't the appetite for that, but how much venues cared about getting the details right once they saw the numbers for themselves.

That's the thread running through this report. Sixteen million bottles a year isn't an abstract statistic to the general managers and procurement teams we work with, it's the reason they can look a guest, a member, a resident or a parent in the eye and mean it when they say they've done the work on sustainability, not just the marketing.

EcoPure Waters was built on the idea that premium and responsible aren't a trade-off. This document is the evidence for that, sector by sector, venue by venue. I hope it's useful - and if you're weighing up the switch, I'd love to hear from you.

Nick Hargrave

THE ECOPURE EFFECT • 2026

A photograph of a man with a shaved head, wearing a dark long-sleeved shirt and dark trousers, sitting on a grey armchair. He is smiling and looking towards the camera. The setting is a modern, industrial-style living room with wooden shelving units in the background, some containing plants and decorative objects. A coffee table in front of him holds two glasses of water and a small potted plant. The lighting is warm and ambient.

“Premium and responsible were never a trade-off. The data backs that up - see for yourself.”

EXECUTIVE SUMMARY

The case against single-use in numbers

EcoPure Waters' clients save a combined 16 million single-use (750ml) bottles and more than 4,500 tonnes of CO2 emissions every year by switching from single-use bottled water to on-site filtration systems.

16M

single-use bottles
saved every year

4,500+

tonnes of CO2 avoided
annually

£0.27 – £1.61

saved per bottle vs
single-use

**Less than 12
months**

typical payback, often
under 6

THE SINGLE-USE PROBLEM

Is single-use glass-bottled water more sustainable than plastic?

No.

This is the assumption that catches most venues out. Once **production, transport, waste collection and recycling** are accounted for, single-use glass carries a heavier carbon footprint than single-use plastic. It's also the more expensive format to buy in.

Venues that switched from plastic to glass are, on the data, worse off on both carbon and cost than if they'd stayed with plastic, and significantly worse off than an on-site refill system.

KG CO₂ PER BOTTLE, PER YEAR



Single-use glass carries roughly 7x the footprint of single-use plastic, and 23x EcoPure Waters.

OUR MISSION

What We're Here To Do

Eliminate single-use bottled water across hospitality and commercial venues by replacing it with on-site filtration and reusable branded bottles.

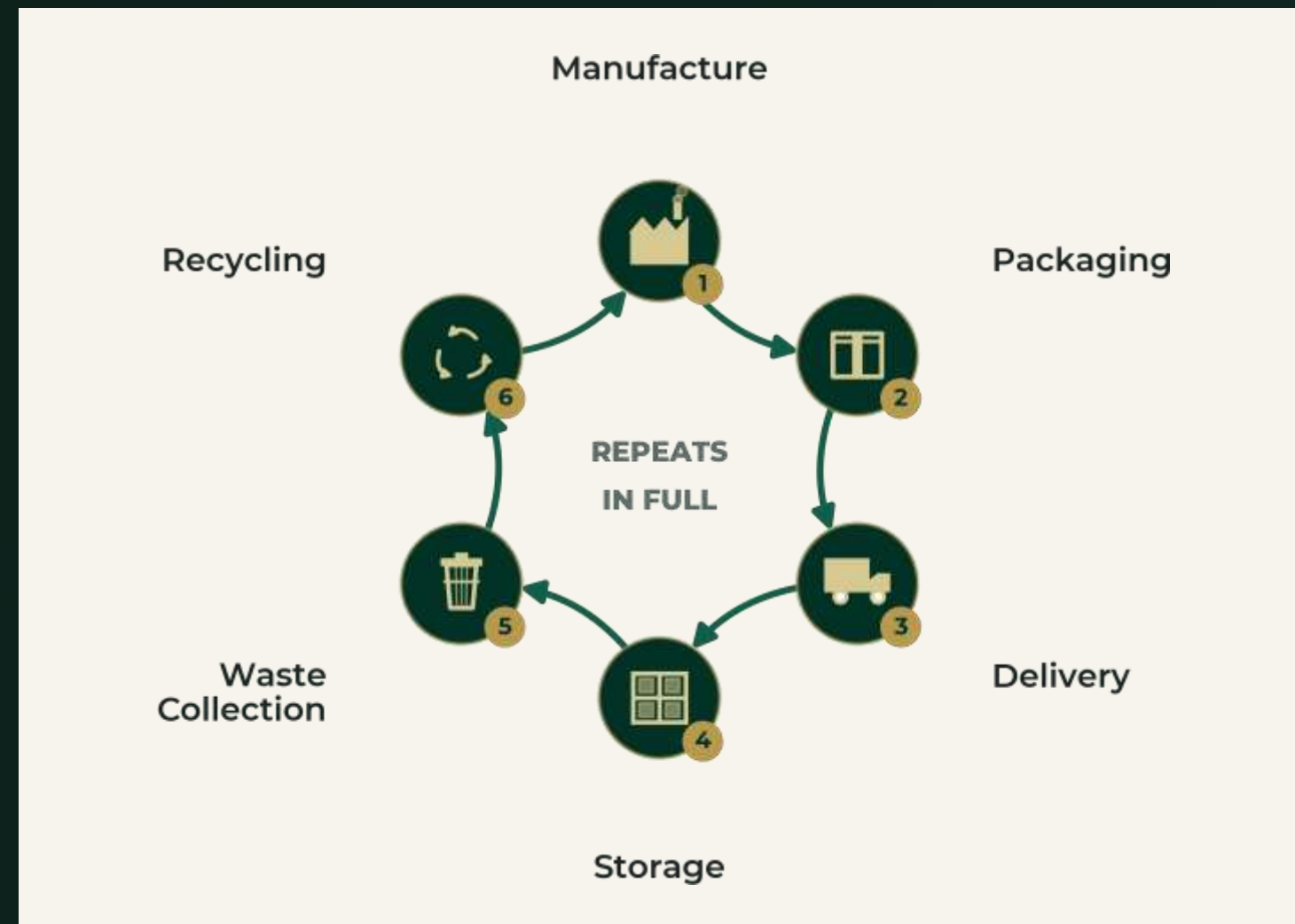
One system, one bottle, filled again and again vs.
one truck, one bottle, one bin, repeated every single day.

Focused on your bottom line, not ours.

THE REAL DIFFERENCE

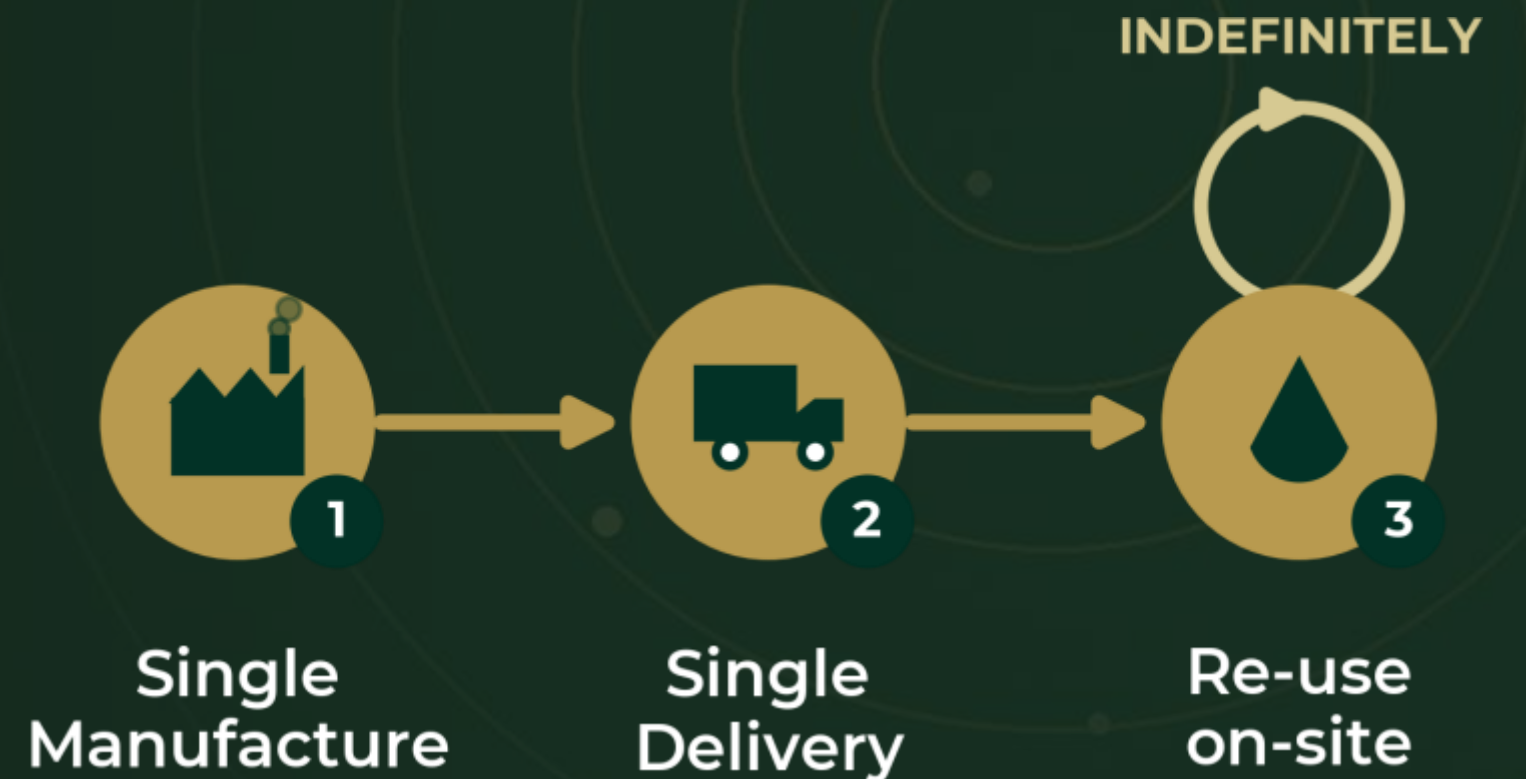
Why the lifecycle is the real difference

SINGLE-USE (PLASTIC OR GLASS)



Repeats in full, every single bottle, every single time.

ECOPURE WATERS



One manufacture. One delivery. Then reuse, on loop with no repeat production, no repeat waste.

WHY WE'RE DIFFERENT

We solved the single-use problem permanently

35

YEARS

Solely focused on one thing: the most sustainable and most cost-effective water solution available, not a side project bolted onto bottled drinks or vending.

-  No single-use glass bottles
-  No single-use cans
-  No single-use PET bottles
-  No water cooler bottle transport

CLIENT BASE

Where EcoPure Waters is used



SHARE OF NON-HOSPITALITY USAGE

Education	35.2%
Care homes	30.5%
Clubs & golf clubs	22.1%
Venues & catering	7.1%
Offices	5.2%

58% of EcoPure Waters’ total client water usage comes from the hospitality sector (hotels and restaurants). The other 42%: education and care homes together account for close to two-thirds of usage outside hospitality. Both are sectors where cost predictability and duty-of-care around water quality matter as much as sustainability.

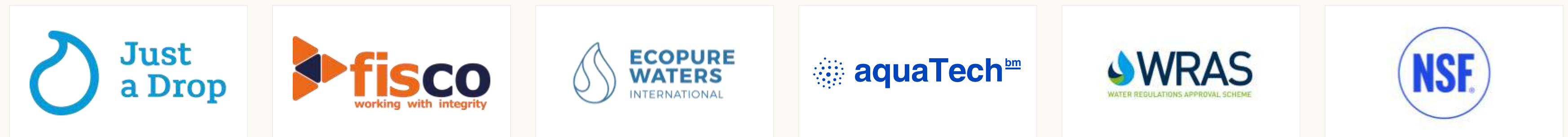


OUR CLIENTS

Fantastically Filtered Community



PARTNERSHIPS & CERTIFICATIONS



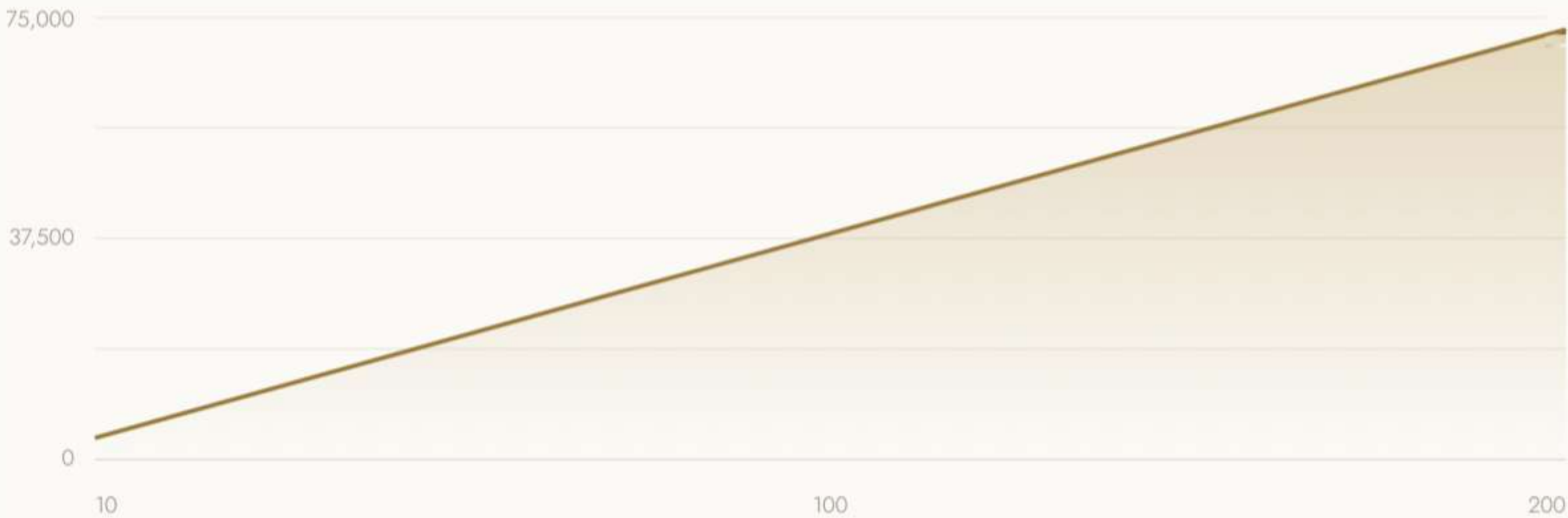
BOTTLES DISPLACED

Single-use bottles saved

16M / yr

across full client base

Rising from 9,125 bottles a year at 25 bottles/day to 73,000 bottles a year at 200 bottles/day per site. Across EcoPure Waters’ full client base, this adds up to 16 million single-use bottles saved annually.



CARBON IMPACT

How much CO2 does switching actually save?

It scales directly with how much water a site fills. A venue filling 200 bottles a day saves roughly 2.7 tonnes of CO2 a year against single-use plastic, and roughly 23 tonnes a year against single-use glass. Across EcoPure Waters’ full client base, that adds up to more than 4,500 tonnes of CO2 avoided annually.

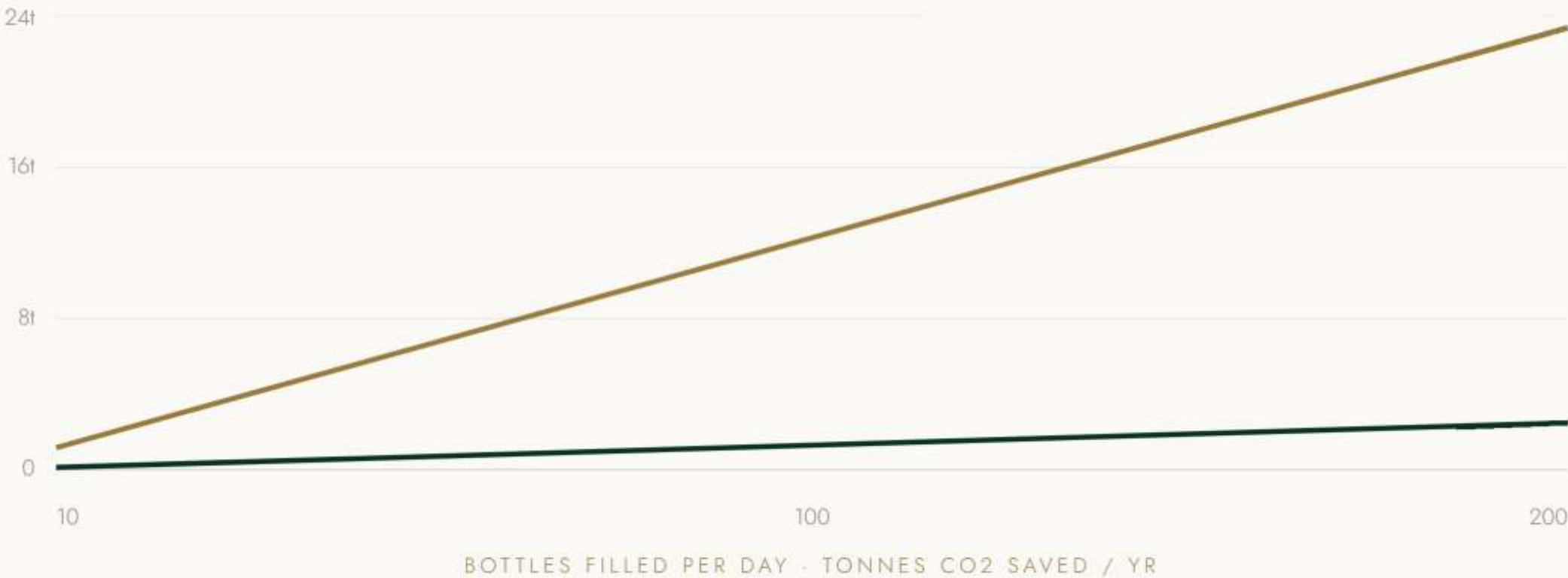
2.7t

vs plastic, at 200 bottles/day

23t

vs glass, at 200 bottles /day

4,500+ tonnes avoided annually



COST AT SCALE

EcoPure Waters’ cost per bottle falls with scale

Higher-volume sites benefit from solutions that become progressively cheaper to run.



COST PER BOTTLE

27p

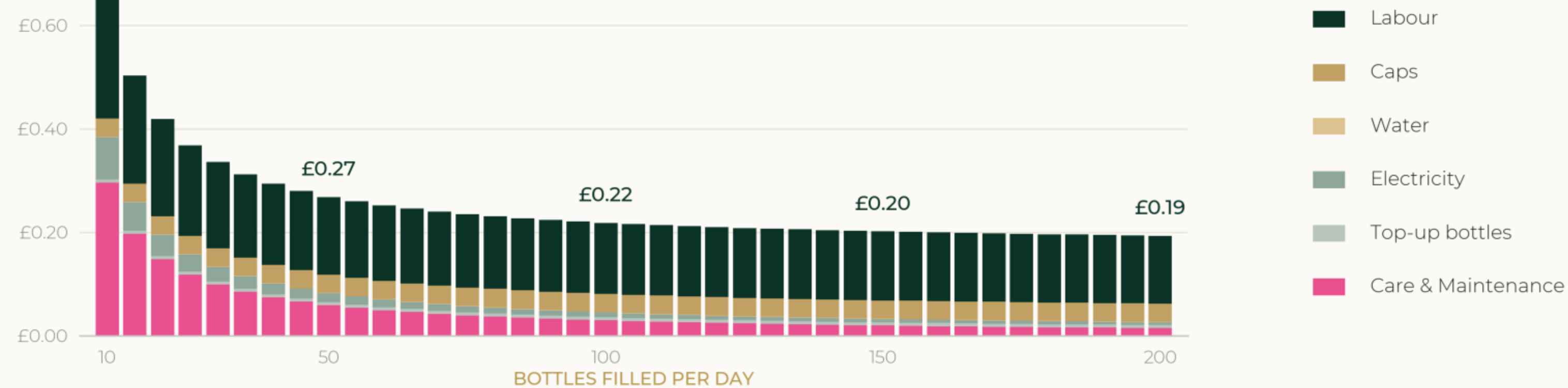
at 50 bottles / day

19p

at 200 bottles / day

COST COMPOSITION

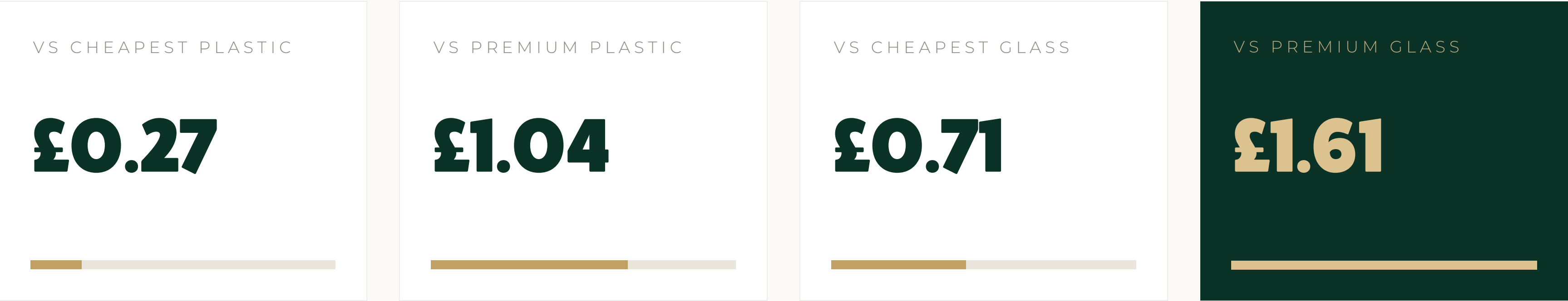
What makes up the cost per bottle



Labour is the largest and most stable cost component. Care & maintenance cost per bottle falls fastest as volume increases. Costs reduce further with reusable cap and swing stopper bottle styles.

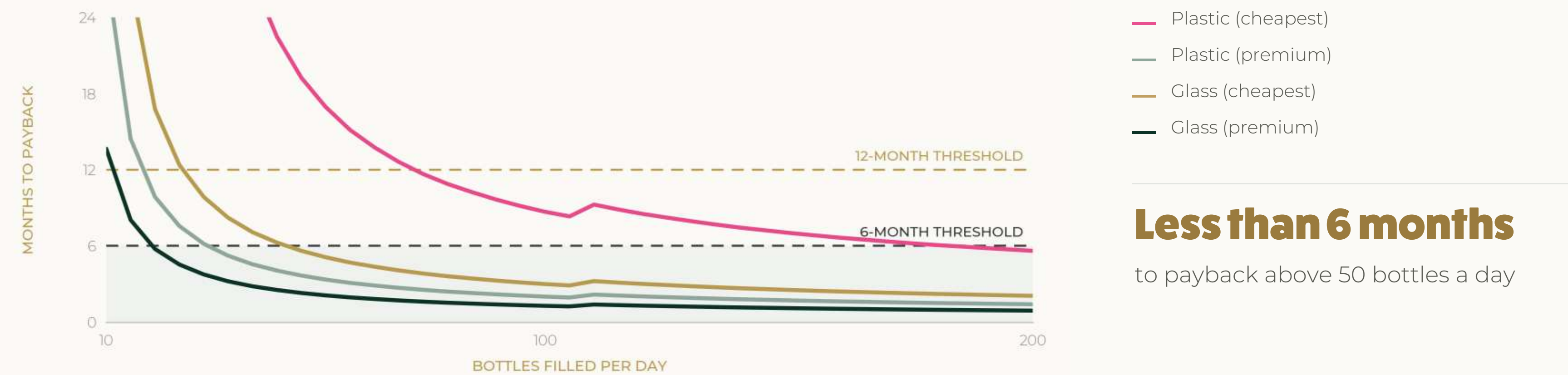
COST SAVINGS

Cost savings per bottle



Savings per bottle scale directly with how much water a site fills until usage trends to marginal cost per bottle. Every single-use bottle incurs delivery, waste collection and recycling/landfill charges.

Payback Period: The Full Picture



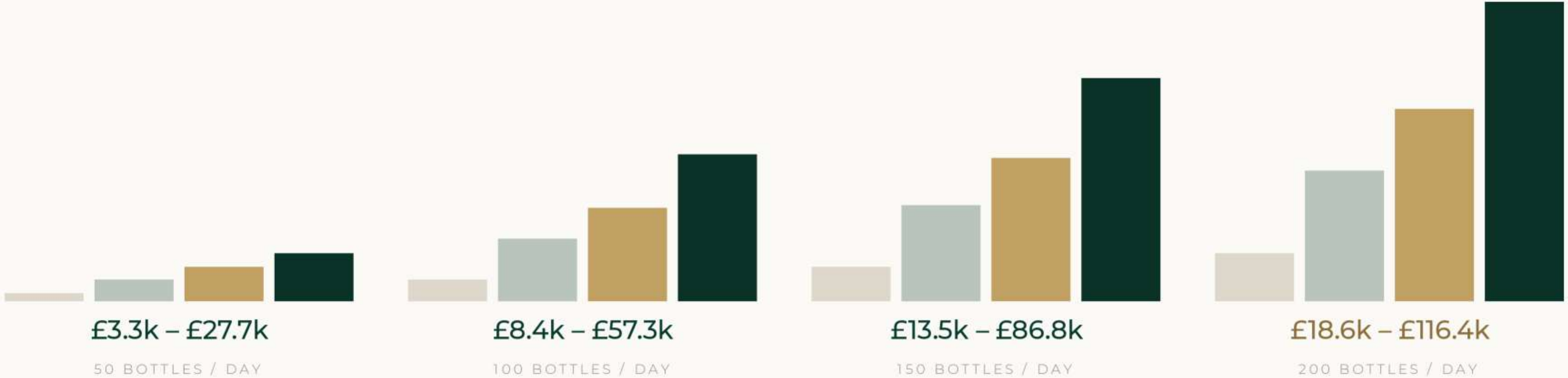
Less than 6 months

to payback above 50 bottles a day

In three of the four comparisons against both glass tiers and premium plastic, payback on an EcoPure Waters system (including branded bottles and ancillaries) is within 12 months once daily usage passes 25 bottles a day, and within 6 months above 50 bottles a day. The exception is the cheapest-tier plastic, the hardest comparison to beat on price alone: payback clears in 12 months at 75 bottles a day.

COST SAVINGS

Estimated annual savings with an EcoPure Waters' solution



- vs plastic (cheapest)
- vs glass (cheapest)
- vs plastic (premium)
- vs glass (premium)

Savings from £3,000 annually (vs cheapest plastic) for 50 bottles filled per day to over £115,000 (vs premium glass) for 200 bottles filled per day. The greater your usage, the greater the savings.

Proof, By Sector: Hotels, Care Homes and Education



HOTELS

Grantley Hall

160,000+ **£119,000**

bottles saved / yr annual savings

“EcoPure Waters has allowed us to maintain an exceptional level of quality products for our guests.”

Nuno César de Sá, General Manager



CARE HOMES

Signature Senior Lifestyle

32,000 **£23,000**

bottles saved / yr annual savings

“Easy access to cold still and sparkling water for residents is an absolute must-have.”

Gracie Moore, Procurement Coordinator



EDUCATION

Stowe School

25,000 **£18,000**

bottles saved / yr annual savings

“We require quality of service in our partners and that's exactly what we get.”

Michael Pickup, Operations Manager

Proof, By Sector: Golf Clubs, Event Venues and Catering



GOLF CLUBS

St George’s Hill Golf Club

33,000 **£24,000**

bottles saved / yr annual savings

“We needed a water solution that was more sustainable than single-use.”

Dee Griffiths, House Manager



WEDDING & EVENT VENUES

Harper Weddings, Notley Abbey

17,000 **£12,000**

bottles saved / yr annual savings

“Our couples expect everything to be perfect on their special day and water is no exception.”

Dan Arrow, Head of Operations



CATERERS

EC Catering (Reading Stadium)

26,000 **£19,000**

bottles saved / yr annual savings

“Their level of service is second to none & we can highly recommend them.”

Martin Parsons, Director of Operations

Proof, By Sector: Clubs/Spas, Offices and Restaurants



CLUBS/SPAS

Champneys

100,000+ **£76,000**

bottles saved / yr annual savings

“Partnering with EcoPure Waters means we can serve beautifully filtered still and sparkling water in bottles that carry our own brand”

Carrie Mizen-Carney, Group Purchasing Manager



OFFICES

Shoosmiths Solicitors

4,000 **£2,000**

bottles saved / yr annual savings

“EcoPure Waters is a premium supplier that we can confidently recommend to our clients.”

Calum Boyd, FISco Business Development



RESTAURANTS

Harwood Arms

28,000 **£21,000**

bottles saved / yr annual savings

“We build everything here around provenance and the seasons, and the water is no different.”

Caroline Murzeau, Operations Manager



OUR PROMISE

Six Commitments



Premium filtration. Pure water.

Filtered still and sparkling water that stands up next to any bottled brand on the table.



Printing that's permanent

Branded bottles that don't fade, chip or peel after a season of daily wash cycles.



Bottles that last a lifetime

Built to be refilled thousands of times, not replaced every quarter.



A 24-hour fix

Any issue with your system is resolved within 24 hours.



A dedicated engineer who knows you by name

One person who knows your site and systems, not a rotating roster.



Always a human, never a bot

We guarantee you will always speak to someone at the end of the phone.

OUR CULTURE

Find A Way



Find a way

If a system stalls on a busy day or you need extra bottles for an event next week, the answer is never “that's not possible”. We find a way.



Human, always

A named engineer, not a ticket number. Real people pick up the phone.



Craft in every detail

Bespoke by name and nature. From the colour of your logo on the bottle to the system configuration most suited to your venue, it's the small things that we deliver to optimise your experience.



We keep our word

We have 35 years' heritage and a 98% client retention rate. Reputation is built one kept promise at a time.

OUR CHARITY PARTNERSHIP

We help to fund clean water abroad



EcoPure Waters partners with Just a Drop, a UK charity that delivers clean water, sanitation and hygiene education to communities that lack it. We contribute to Just a Drop directly, provide branded bottles and filtered water for promotional events, and encourage all our hospitality clients to opt into their Water For All donation scheme.

1.98M

people reached by Just a Drop across 32 countries

500+

projects

“It’s so fitting that by providing clean, pure water for hospitality in the UK, EcoPure Waters and their customers can help reduce child mortality through clean water across the world.”

— Fiona Jeffery, Founder, Just a Drop

FREQUENTLY ASKED QUESTIONS

The data answered directly

How many bottles do EcoPure Waters’ clients save per year?

A combined 16 million single-use (750ml) bottles annually.

Is single-use glass more sustainable than plastic?

No. Glass has a heavier footprint (0.334 kg CO2/bottle/yr) than plastic (0.048 kg), once production, kiln firing, transport, waste collection and recycling are included.

What industries use EcoPure Waters?

Hospitality is 58% of usage; the rest spans education, care homes, clubs, spas, venues/catering and offices.

How much CO2 do EcoPure Waters clients save per year?

More than 4,500 tonnes of CO2 emissions avoided annually.

How much can be saved annually with an EcoPure Waters solution?

Savings from £3,000 annually (vs cheapest plastic) for 50 bottles filled per day to over £115,000 (vs premium glass) for 200 bottles filled per day.

How long does payback on a system and branded bottles take?

Typically, under 12 months, often under 6 at higher volumes.



Want to join the Reduction Revolution?

BECOME ONE OF OUR FANTASTICALLY FILTERED FANS:

Premium, filtered glass bottled water for as low as 19p per bottle

16 million single-use bottles saved annually

4,500+ tonnes of CO2 avoided annually

Branded, bottled water at 19p per bottle

Up to **£1.61 saved per bottle** vs premium glass

ecopurewaters.com Tel: 01844 290088

GET IN TOUCH

EcoPure Waters

9 Alexander House
Thame Road
Haddenham
Buckinghamshire
HP17 8BZ

+44 (0)1844 290088

enquiries@ecopurewaters.com

ecopurewaters.com

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