



# INCREASING THE LIFESPAN OF WATER.



Mounting fresh water costs due to global scarcity and droughts, along with international pressure to reduce water consumption, have put the beverage industry in a precarious position: needing to cut back on water usage while providing an increasing number of beverage products every year. The beverage industry is a thirsty one, though, sometimes consuming up to five liters of water for every one liter of beverage produced. Beverage providers are taking the first steps needed to reduce water usage in the manufacturing stage; however, many companies overlook the potential water savings they could be providing long after product has been delivered.

Satellite Logistics Group (SLG), a globally respected supply-chain solutions provider for the beverage industry, has been helping companies transform their old, unsalable beverage products into more environmentally friendly and sustainable solutions with EcoBev®, a proprietary automated system designed to solve the dilemma of the unused beverage product.

Utilizing SLG's supply chain network in combination with recycling facilities nationwide, EcoBev removes expired, mis-labeled, excess, and damaged beverage goods from distributor and producer warehouses and safely and discreetly ships both container and contents to be recycled, often freeing up valuable warehouse space.

In an effort to reduce the water-usage footprint for the beverage industry, the liquid is separated from its glass or aluminum containers (which are also recycled) and is chemically treated so that the water may be used in various stages of purification for a variety of purposes, such as:

- fertilizer for agricultural fields
- pH balanced water is reintroduced into municipal water treatment systems
- "grey water" to irrigate municipal green and reforestation sites (much more affordable than tap water and safe for wildlife)
- nutrients added to compost materials
- cooling agent for heavy industrial and commercial applications
- cleaning and steaming applications in industrial and commercial industries

"Water is a vital component in our industry and one we cannot afford to be without," said Kevin Brady, president and CEO of Houston-based SLG. "We have an opportunity here in the beverage industry to salvage and recycle an abundance of water and literally make every drop count. The EcoBev system was created to address the unsalable beverage product problem in a way that is environmentally friendly and considerate for suppliers, distributors, and end users."

As the nation's first turnkey, EPA-compliant program that provides for the collection, recycling and proper documentation of otherwise unsalable beverage product, EcoBev is completely confidential and, as an added bonus, provides a means for producers to capture unclaimed taxes.

In the end, Brady says, companies can feel good knowing where their product ends up and how it is being utilized.

"EcoBev is a proactive solution to rising materials costs and shortages throughout our industry and others," said Brady. "With steps that beverage providers are taking, along with supply-chain solutions such as EcoBev, the beverage industry is in a better position to grow and continue innovation on sustainable, water-saving solutions." ■



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