

American Premium Water (Pvt) Ltd.

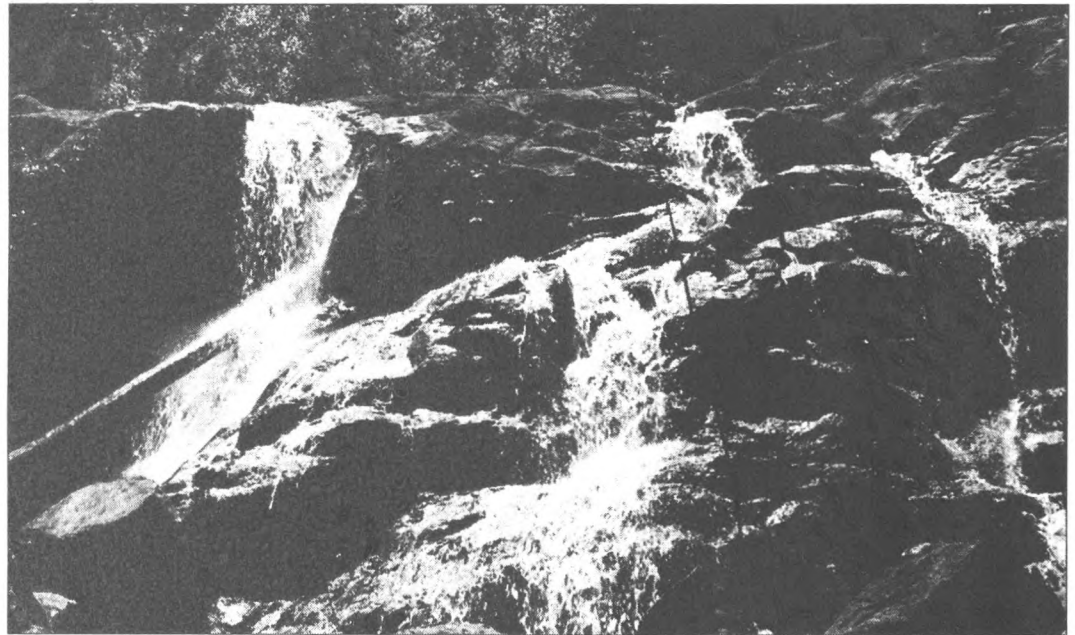
Purified Bottled Water is Their Life's Work

by
Talia Jayasekera

The 22nd of March was declared World Water Day by the United Nations in 1990 in a bid to save this already scarce commodity from further pollution at the hands of mankind. This year's theme 'Water for the Future' will be celebrated mostly by those truly concerned and alarmed by the rate of water waste and pollution while others carry on blithely. Though the earth is covered by 70% of water less than 1% can be used for human consumption. Millions of people world wide do not have access to water, pure or impure.

Sri Lanka is no stranger to water wastage and pollution. Studies show that a leaking tap means a loss of 100 litres of water a day. While a shower consumes 50 to 100 litres and a leisurely bath means 200 litres! 90% of water is used for agricultural purposes. Fresh water sources are slowly but surely disappearing leaving a very few campaigners struggling to save this precious commodity.

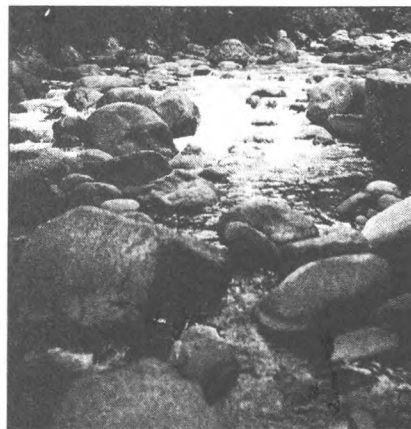
For companies like American Premium Water (Pvt) Ltd, purified bottled water is their life's work! American Premium works in collaboration with ALPS in the United States, which has over a decade of experience in the bottled water industry. ALPS owns and operates numerous water bottling companies around the world.



American Premium first began operations in the country in 1990 by introducing small bottles of water, readily available in the supermarkets, under the name of 'Pride'. It is the goal of American Premium to introduce more affordable and convenient access to safe purified drinking water for the masses of Sri Lanka, without sacrificing the high standards of quality and service that are the trademarks of ALPS.

"The World Water Day is a good concept that is needed especially here in Sri Lanka where people tend to be uneducated and unaware of how much damage they are causing to the water", says Chief Executive Officer H.M. Fazal. "If you go to an agricultural or farming area, you would see how much fertilizers and pesticides are used

which run off in streams and rivers causing pollution. It is tremendously dangerous for the health of people that is why very soon



only bottled water will be available for consumption".

"American Premium began its collaborative work with ALPS in 1993 to provide our customers with five gallon bottles", he said. "We were originally only producing smaller bottles of water to the market.

But in 1992 we attended a seminar on water in San Francisco, USA, where we learnt of the five gallon bottle".

"We thought that this was good market to begin bottling five gallon bottles so we had talks with foreign collaborators to begin production.

Then in 1993 we merged with ALPS, which is a massive water bottling company in the world", he said.

"At the beginning it was a bit difficult to launch the product and we had to do a great deal of marketing and advertising. We had only around 200 customers in 1995 but then we hired an excellent marketing team that thought up a very successful marketing strategy and we haven't looked back since".

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"We are the number one water company in this country and have secured 80% of the market share. We have three other competitors but for several

years now we have come out on top. At present we have over 5,500 clients that include households, corporations, garment factories and hotels".

"Our main plant is in Ranala, where the two tube wells of a around 50-feet deep, produce 10,000 gallons per day.

We have state of the art purification machinery brought from the USA. I think the secret to our success is that we do not at any time during the water purification processes use chlorine or any other chemical", said Fazal.

American Premium has already opened branches in Matara, Kurunegala, Anuradhapura and hopes to open branches in Polonnaruwa and Chilaw shortly to cope with the huge demand for purified, chemical-free water.