



PERSONALISATION PRODUCTS 2024



WWW.WATERFELA.COM

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WHO ARE WE?

Water Fela is poised to revolutionise the South African bottled water market with a mission transcending traditional hydration. We are committed to delivering pure, cool water in eco-friendly packaging while actively contributing to local communities. Our vision extends beyond quenching thirst; it's about reshaping the industry, setting new sustainability standards, and building lasting connections.

Our primary target market is South African consumers who value health, sustainability, and community support. This diverse audience includes health-conscious individuals, eco-conscious consumers, businesses seeking sustainable options, and communities looking for positive change.

Water Fela aims to become a recognised symbol of sustainable, pure, cool, packaged water. We are committed to offering 100% purified water in 100% recyclable carton bottles, reducing our carbon footprint and environmental impact. We pledge 10% of profits to support local projects focusing on women and youth empowerment. We aim to create a meaningful and lasting impact on the communities that sustain us. Water Fela's long-term goal is to capture a significant South African bottled water market share. By aligning with consumer values and delivering on our promises of purity and sustainability, we aim to grow our market presence steadily.





WHAT WE STAND FOR

1

Water Fela's strategy is built on forging strong consumer relationships, ensuring product availability, and promoting our values. We understand our audience and offer tailored solutions to meet their diverse needs. We partner with local retailers, expand our online presence, and explore various distribution channels to make Water Fela accessible.

We position Water Fela competitively, emphasizing the value of our eco-friendly packaging and community contributions. Our marketing efforts highlight our sustainability initiatives, purity, and commitment to South African communities. Water Fela remains transparent in its sustainability reporting and actively engages with local communities, fostering trust and loyalty.

2

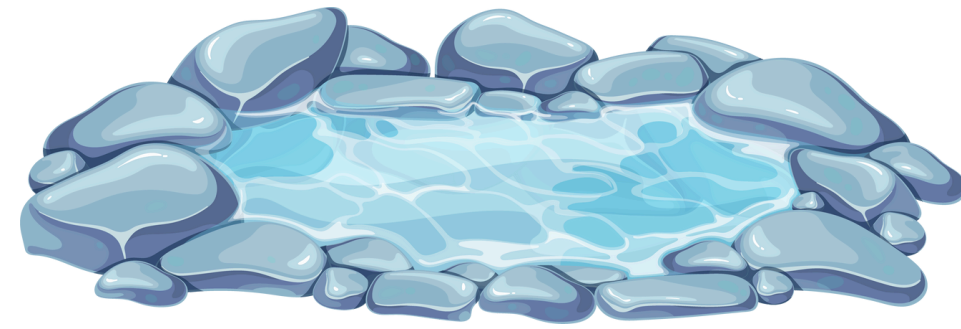
Water Fela's journey is one of purpose, purity, and promise. We invite you to join us in reshaping the South African bottled water landscape. Together, we can quench thirst, nurture communities, and create a sustainable future where every sip counts.

With a vision transcending traditional hydration, Water Fela is poised to reshape the South African bottled water market. Join us on this journey to purity, sustainability, and community impact.

Our community impact involves 10% of profit will be donated to street vendors in the townships for business incubation and training.



OUR PROCESS



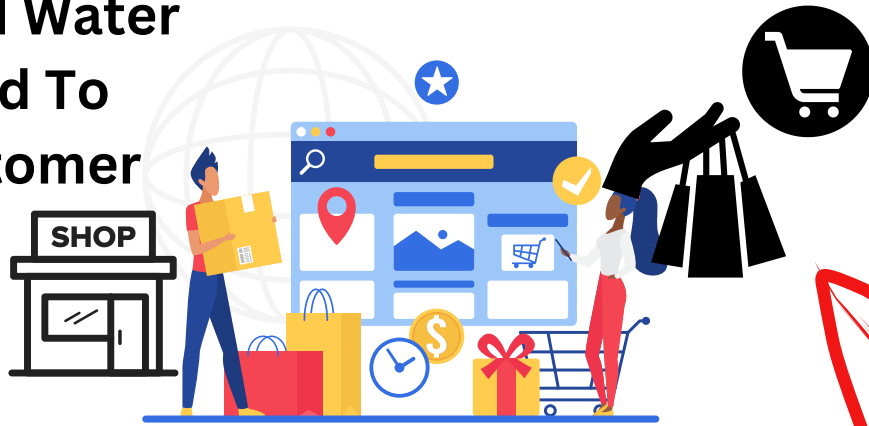
Spring Water

Minimum Emissions



Water Filtered And Packaged

Boxed Water Sold To Customer



WATER  **FELA**
SPRING WATER

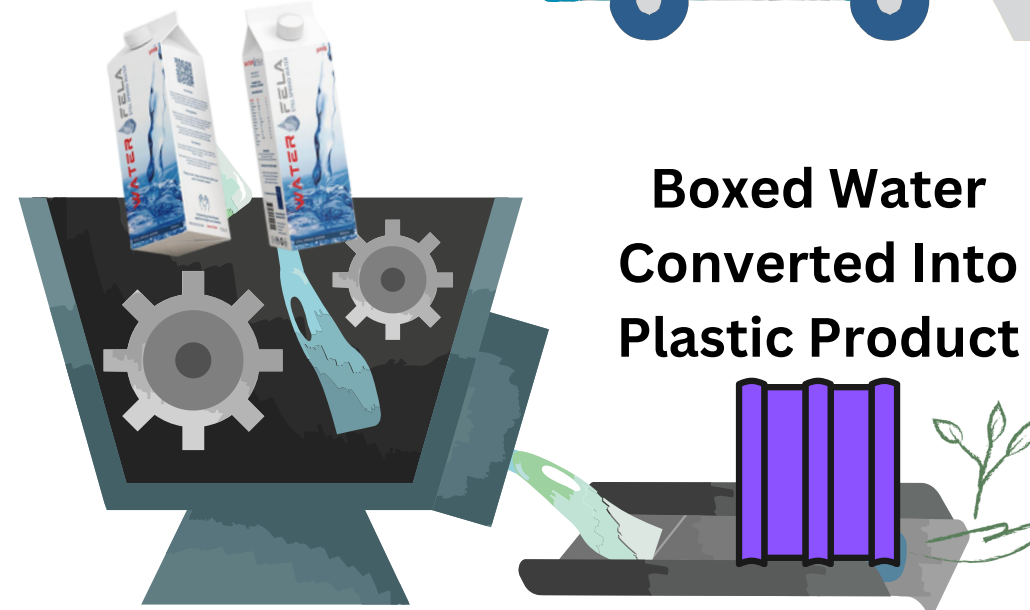
Boxed Water Delivered To Customer



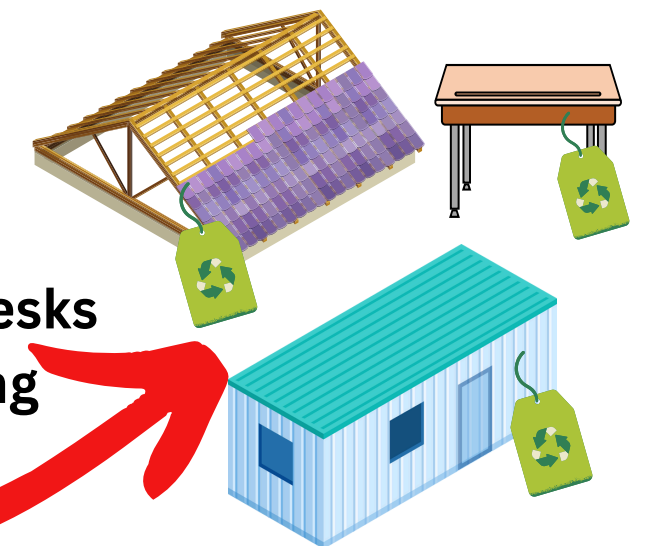
R0.10
Boxed Water Recycled & Paid



Boxed Water Converted Into Plastic Product

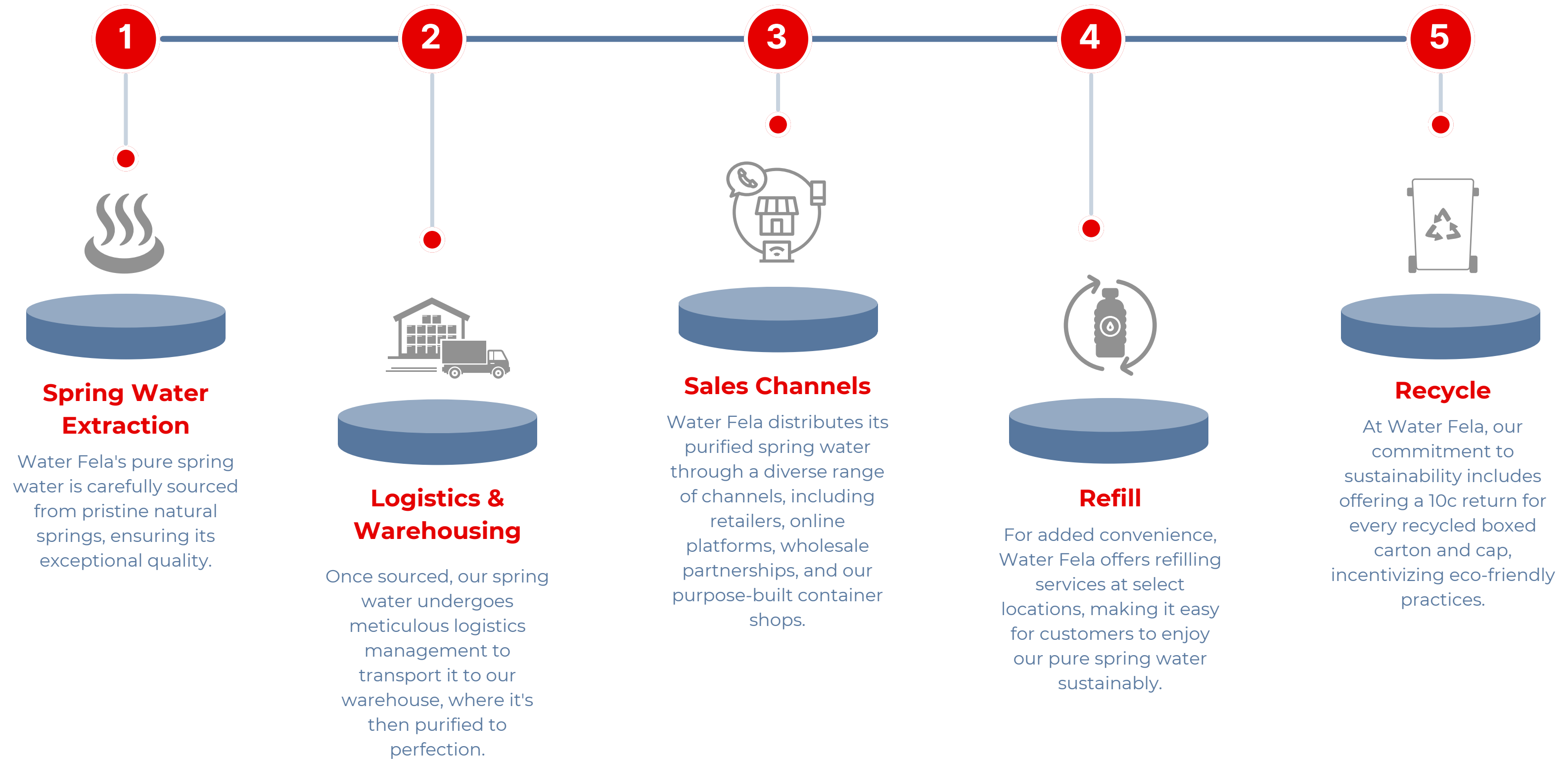


Sell Recycled Products Like, Roof Tiles, School Desks & Low Cost Housing



HOW IT WORKS

To ensure the seamless execution of our vision, we have developed a comprehensive Business Process Flow Chart that encapsulates the essence of our operations.



WHY US?



92% RENEWABLE



REFILLABLE



FSC CERTIFIED PAPER



5% ALUMINUM



PROTECTIVE PLASTIC FILM



100% PURE WATER



36% LOWER CARBON FOOTPRINT



100% RECYCLEABLE



TREE CAP



PERSONALISATION PRODUCTS

Savers 24 Pack



WATER FEELA SPRING WATER

PERSONALISATION

The Complete Custom Branding option provides full creative control, allowing you to design and brand your own carton bottles from scratch. We work closely with you to bring your vision to life, ensuring a truly unique and eco-friendly product.

Bottled Packaging Options:

24 x 500ml option

Monthly Order:

A minimum order of 10 boxes per month is required.



Standard Time Frame - 21-28 Working days. Depending on Delivery Location.





PERSONALISATION PROCESS

Step 1

- Digital Template Design and signoff
- Sample printed
- Signoff design (2-5 days)

Step 2

- Template/Tensile Manufacture for printing (10 days)

Step 3

- First Cartons Production, 30 000 units (7-15 days)
- This will be recurring
- Please note that there might be over runs, normally 10%

Step 4

- Recurring water filling (1-3 days)
- Order is 100 boxes (24 in each) at a time
- Delivery in a 100km radius



Standard Time Frame - 21-28 Working days. Depending on Delivery Location.





ENVIRONMENTAL IMPACT:

Our commitment to sustainability extends to the heart of our product - the eco-friendly carton. Traditional plastic bottles contribute significantly to pollution, adversely affecting ecosystems, wildlife, and the overall environmental balance. In contrast, our cartons present a host of environmentally conscious features:

Biodegradability:

Water Fela uses biodegradable materials that break down naturally, reducing waste and minimising environmental impact. Unlike plastic, our packaging decomposes quickly, helping to protect wildlife and ecosystems.

Plastic-Free:

Our plastic-free packaging offers a sustainable alternative to the global plastic crisis. By eliminating plastic, Water Fela reduces pollution and contributes to a cleaner, healthier planet.

Reduced Carbon Footprint:

Water Fela is committed to lowering its carbon footprint using energy-efficient production methods and sustainable materials. Our packaging requires less energy to produce and transport, reducing greenhouse gas emissions.

Water Conservation:

We promote water conservation by providing a sustainable packaging solution and supporting efforts to preserve clean water. Water Fela is committed to ensuring this vital resource is available for future generations.

Education:

Water Fela prioritises education, raising awareness about sustainable practices and environmental responsibility. Through outreach programs, we inspire individuals to take action to protect the planet.

By choosing our eco-friendly packaged water solution, our clients can take a significant step towards preserving the natural beauty and ecological balance of our environment while setting an example for sustainable practices within the broader community.





BRAND EXCLUSIVITY:

Water Fela offers an exciting opportunity for brands to feature their logo and messaging on our eco-friendly cartons, delivering a powerful statement of sustainability and exclusivity. By partnering with Water Fela, your brand can align with environmental responsibility while standing out in the market.

Unique Product Offering:

Featuring your brand on Water Fela cartons creates a unique product offering that distinguishes you from competitors. This innovative packaging sets your product apart and showcases your commitment to sustainable solutions.

Environmental Responsibility as a Brand:

Your brand reinforces its dedication to environmental responsibility by aligning with Water Fela. Our plastic-free, biodegradable packaging demonstrates a proactive approach to sustainability, elevating your brand's green credentials and appeal to eco-conscious consumers.

Positive Public Perception:

Consumers increasingly prioritise brands that care for the environment. Featuring your logo on our eco-friendly cartons sends a positive message, strengthening public perception and trust. Your brand becomes synonymous with doing good for the planet.

Enhanced Visitor Experience:

Whether at events, conferences, or hospitality venues, offering Water Fela's branded cartons enhances the visitor experience. Guests are presented with a refreshing product that reflects your brand's values, leaving a lasting, positive impression.

Marketing and Merchandising Opportunities:

Water Fela's customisable cartons provide a unique brand messaging and marketing platform. They are a powerful merchandising tool, offering functionality and visibility and creating additional touchpoints to engage your audience.

Differentiation in the Market:

Water Fela's branded cartons offer a distinctive edge in an increasingly competitive market. By aligning with a sustainable, innovative product, your brand differentiates itself as forward-thinking and environmentally responsible, appealing to conscious consumers and setting itself apart.

Water Fela's brand exclusivity allows businesses to showcase their commitment to sustainability while enhancing brand visibility and market differentiation. It's more than just water. It's a statement of environmental leadership and innovation.

**BRAND
AMBASSADOR**





COMMUNITY ENGAGEMENT:

As a proudly South African company, Water Fela is committed to engaging with local communities and fostering positive social change. Our approach emphasises collaboration, empowerment, and sustainable development, offering several benefits for companies looking to make a meaningful impact.

Revenue Allocation for CSI Projects:

Water Fela is dedicated to corporate social investment (CSI), ensuring a portion of revenue is allocated to community-based projects. By partnering with us, companies can contribute to initiatives such as education, environmental conservation, and local infrastructure, aligning their brand with impactful community development.

Local Employment Opportunities:

Water Fela prioritises job creation within its communities, offering employment opportunities to residents. This not only supports the South African economy but also strengthens community ties. Partnering with Water Fela allows businesses to promote local employment and skills development actively.

Collaborative Partnerships:

We believe in the power of partnerships. Water Fela collaborates with local businesses, NPOs, and government organisations to drive collective growth and community development. Partner companies can benefit from shared resources and networks, amplifying the impact of their community engagement efforts.

Educational Programs:

Education is central to community upliftment. Water Fela supports educational initiatives on sustainability, water conservation, and environmental awareness. Companies can join us in offering workshops, sponsorships, and scholarships that help equip future generations with essential skills and knowledge.

Inclusivity in Decision-Making:

Water Fela values inclusivity, ensuring community voices are heard in decision-making processes. By engaging with us, businesses can foster a more inclusive approach to community development, promoting transparency and trust between companies and the communities they serve.

Community Empowerment Through Partnerships:

Through strategic partnerships, Water Fela empowers local communities by providing resources, training, and opportunities for self-sufficiency. Companies that collaborate with us can play a direct role in empowering individuals and promoting long-term, sustainable growth within these communities.

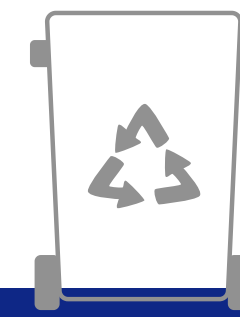
Visitor Participation in Community Projects:

Water Fela encourages visitors and customers to participate in community-based projects, from clean-up initiatives to educational campaigns. This hands-on involvement enhances brand reputation and fosters more profound connections between businesses and the communities they serve.

Water Fela is dedicated to enriching South African communities through employment, education, and sustainable development. Partnering with us allows businesses to invest in the future of local communities, demonstrating a commitment to social responsibility and long-term impact. Together, we can create positive change.



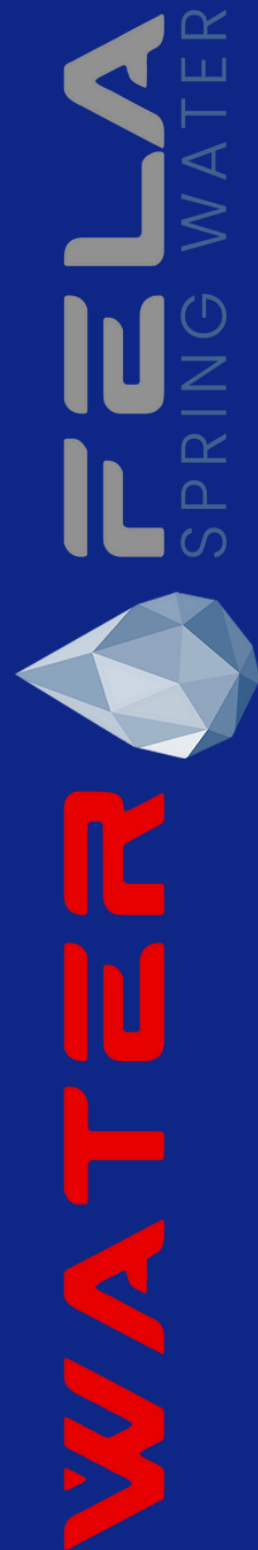
WHY RECYCLE?



We are introducing Water Fela's eco-friendly packaging to reduce the impact of plastic waste in our environment & Water Fela's support for sustainable well-being.

- **Reduced Plastic Pollution:** Boxed water reduces reliance on traditional plastic bottles, thereby mitigating the environmental impact of plastic pollution on land and in oceans.
- **Lower Carbon Footprint:** Producing and recycling boxed water typically results in lower carbon emissions than plastic bottled water, contributing to overall climate change mitigation efforts.
- **Sustainable Material Sourcing:** Boxed water often uses renewable and sustainable materials, such as paper-based cartons, which helps conserve natural resources and reduces reliance on fossil fuels.
- **Easier Recycling Process:** Boxed water containers are generally easier to recycle than plastic bottles, as they are made from a single material and do not require complex separation processes.
- **Reduced Energy Consumption:** Boxed water production and recycling processes require less energy than plastic bottled water, contributing to energy conservation efforts.
- **Minimal Environmental Impact:** Boxed water production typically involves less environmental disruption, such as reduced habitat destruction and water pollution, than the extraction and processing of raw materials for plastic bottles.
- **Supports Circular Economy:** Recycling boxed water promotes a circular economy by keeping materials in use and reducing the need for virgin materials, thereby minimising waste and maximising resource efficiency.
- **Promotes Sustainable Packaging:** Choosing boxed water over plastic bottled water encourages adopting sustainable packaging solutions and fosters innovation in eco-friendly packaging materials.
- **Encourages Environmental Awareness:** Opting for boxed water helps raise awareness about the environmental impact of single-use plastics and encourages individuals to make more sustainable choices in their daily lives.
- **Contributes to Environmental Conservation:** By choosing boxed water, consumers actively contribute to environmental conservation efforts and support initiatives to protect ecosystems, wildlife, and natural resources for future generations.

We also offer a rebate of 10c per carton returned, just to show how serious we are about the environment!



WATER FELA SPRING WATER

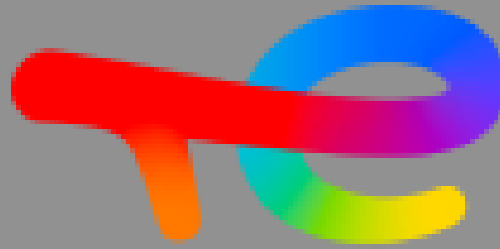


Now Available At These Selected Outlets

takealot  com

makro 


ENGEN


TotalEnergies


sasol

Your business, is our business!

WATER  FELA
SPRING WATER



Other Outlets Coming Soon.



Pricing Structure



Breakdown:

	QTY	PRICE
Step 1: The Design	1	R3,888.88
.....		
Step 2: Tensile	1	R28,800.88
.....		
Step 3: First Carton Production - 30 000 units	1	R98,810.88
.....		
Step 4: Water Filling - 100 boxes	1	R4.40

R131,505.04



Savers 24 Pack



CONTACT US



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STILL SPRING WATER
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ANALYSIS PER MC/L	
pH	8
Calcium (Ca)	26
Magnesium (Mg)	16
Sodium (Na)	8
Chloride (Cl)	11
Sulphate (SO ₄)	7
Hardness (CaCO ₃)	<5.0
Iron (Fe)	110
Fluoride (F)	5.7
Lead (Pb)	<0.5
Copper (Cu)	<0.2
Zinc (Zn)	<0.1
Other	201

OUR WATER
Water Fela is sourced from natural springs
in the Western Cape. Carefully packed for Water Fela.
This BOTTLE IS 100% RECYCLABLE
Water Fela is made from 100% recycled materials.
The water is safe to drink every time.

Specially packed for:
Water Fela (Pty) Ltd
East Mezzanine
New Road
Midrand, Gauteng

PRODUCED BY: WATER FELA
STILL SPRING WATER 500ml