

# Alpine Water Systems

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**T**oday's current shopping trends point to consumers wanting their products to be environmentally friendly, cost-efficient and pure or not pumped full of chemicals. This applies to everything from food to clothing to water.

While not being able to address all those areas Alpine Water Systems does specialize in providing Halifax with drinking water systems that are completely bottle-free. Alpine Water Systems has been hooking universities, schools, businesses, even the government up with their environmentally-friendly water units since 2009.

*Faces spoke with Alpine's owner and hydration expert Marinko Vaci to find out exactly how their water flows.*

## **Exactly what type of products does Alpine Water Systems provide?**

We offer a variety of innovative bottle-less systems for your home, office and school.

The Hydration Station is a product that is great in universities, airports and any other high-traffic areas. Hydration Station's touch-free operation allows the user to fill up their cup using a sensor-activated dispenser.

Our most popular product however is the Alpine Water Cooler. This is unlike any water cooler you've ever seen! It plumbs into your existing water source

and filters the water that you already have in your office. This product appeals to many businesses because we offer free installation and free maintenance of the unit. The customer pays a flat monthly fee regardless of their consumption.

For low-consumption clients we offer our Alpine Home Edition unit. This product is simply placed on top of

your old water cooler and is re-filled manually. To refill you simply have to fill the top chamber with water and allow the water to be filtered to the lower chamber. This product is very popular in homes, condos and apartments.

## **How did you get the inspiration to provide Halifax with bottle-free water systems?**

After seeing the hassles bottled water brought to my old office I thought "there must be a better way." I also realized we weren't the only ones dealing with bottled water problems so I saw an opportunity. By doing a little research and brainstorming I came up with a business plan and started knocking on doors. I had a tremendous response in my first 6 months and that really showed me the potential of this idea. As much hard work and marketing that I had put into expanding my business I have to admit that word of mouth has really been the driving force behind the growth. The old saying "Take care of your community and it'll take care of you" has been my secret weapon. Providing your customers with high-quality results on a continuous basis will get people talking.

## **Why is it important to cut back on the amount of bottled water we consume?**

In my opinion there are several reasons we should cut back on bottled water, but I'll try and narrow the list to three items.

**Plastic production** – Tons and tons of plastic bottles are produced in Canada every year and that plastic production



requires a great amount of energy (oil) to produce. Some of these bottles are recycled but a great majority are not and it ends up in our landfills and oceans.

**Transportation** – We transport a large amount of bottled water in the Maritimes, and those 18-wheelers are constantly on the roads because of our bottled water demand. These trucks also consume energy and pollute our environment.

**Quality** – There are various studies that show most bottled water is simply filtered tap water. While their labels may show mountains and glaciers, their water comes from a much different source - their tap. There is also the issue of Bisphenol-A (BPA) which is used in plastics. This chemical can leach into your water and compromise its quality.

## **How many clients do you serve in Halifax?**

We have more than 100 units throughout Nova Scotia. Our clients include Federal and Provincial government departments, universities, hotels, health and wellness companies, financial institutions, education centers, accounting and law firms, dentist offices, hair salons and car dealerships, to name a few.

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