



Case Study: Aqua Libra Co

The Boiling Tap Company had been trading for more than a decade when it was acquired by Britvic Plc in June 2020 as part of their progressive sustainability programme. Already a dynamic and trusted presence in the water-dispense industry, The Boiling Tap Company was rebranded as Aqua Libra Co, and my part in the rebranding process was to put into words the company's offering, ethos, and unique selling points. In all these areas, sustainability was – and still is – top of the list.

The company's products and maintenance services are energy efficient and convenient.

We design, manufacture, supply, and maintain our own industry-leading range of energy-efficient water dispensers.

With our maintenance team stationed all over the country, there's always an engineer within reasonable distance of any client. Each engineer carries a comprehensive inventory of parts for multiple brands of water dispenser. Keeping their vans well stocked with parts means that remedial work can be carried out on the spot, without long waits and additional fuel-burning transportation.

Aqua Libra Co offers clients an opportunity to be a meaningful part of environmental protection.

Working alongside equally passionate partners, we're striving to accelerate the changes that will lead to a reduction in single-use plastic; changes that will shrink the global population's carbon footprint; changes that support the principles of a resilient circular economy.

The company's ethos is based on a broad sense of sustainability: the welfare of environment, people, and economy.

From a blog dated [12th April 2021](#) ...

These are the three pillars of sustainability. Like a three-legged stool, a philosophy built on any two of these pillars would be unstable.

Looking after the environment and people couldn't last for long without nurturing the economy. Protecting the environment and the economy at the expense of human wellbeing would be disastrous. To focus on people and the economy without a care for the environment would be to continue a bad habit.

And it's about communal effort and shared values.

Aqua Libra Co's robust, high-capacity water dispensers are designed for organisations that care about a healthy workforce, community hydration, and a clean environment.

Aqua Libra Co's USP is that all their water dispensers are totally free of limescale. This has a positive impact on business and the environment.

From a blog dated [8th March 2021](#) ...



Small amounts of calcium carbonate deposited on the insides of pipes and on heating elements soon mount up to a destructive coat of mineral armour that shortens the working life of your machines and contaminates your drinking water with scaly residue.

With a new brand identity came new product names. My brief was to create an association between the company's two flagship taps and the Andean mountains they were named after.

From a blog dated [24th March 2021](#) ...

Aqua illi is named after the magnificent Illimani mountain in Bolivia, South America. At 6,438 metres above sea level, Mount Illimani is the highest mountain in the Cordillera Real, part of the Andes mountain range. The first recorded ascent of Illimani's peak was achieved by British mountaineer, William Martin Conway (1856-1937), in 1898.

Aqua Alto's namesake is Mount Alto San Juan, an Andean mountain that borders Argentina and Chile. Aptly named (Alto is Spanish for "high"), Alto San Juan stands at 6,148 metres above sea level – more than 2,000 metres higher than the average Andean peak – and is a popular challenge for mountaineers. The first ascent of Alto San Juan was by four German climbers in February 1944.

Over the past two years, I've written more than 100 [blog articles](#) for this fantastic brand.

"I have worked with Hazel for several years, looking forward to every blog post. She's resourceful, efficient, hard-working and super-creative. Her content is engaging yet educational and our customers always get great value out of reading our white papers."

Simona Whyte, Head of Marketing, Aqua Libra Co

By the way, I'm sorry to say that I had no part in creating Aqua Libra Co's fantastic tagline. That was all down to their lovely marketing manager, Simona Whyte.