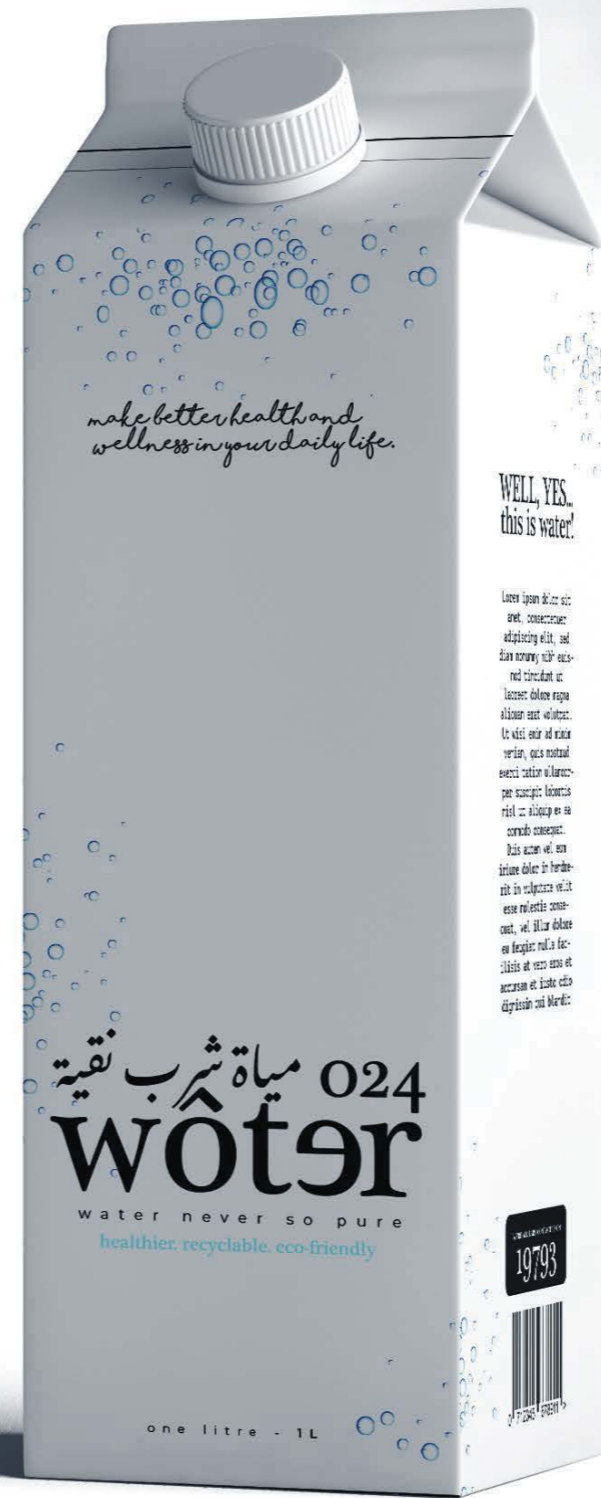
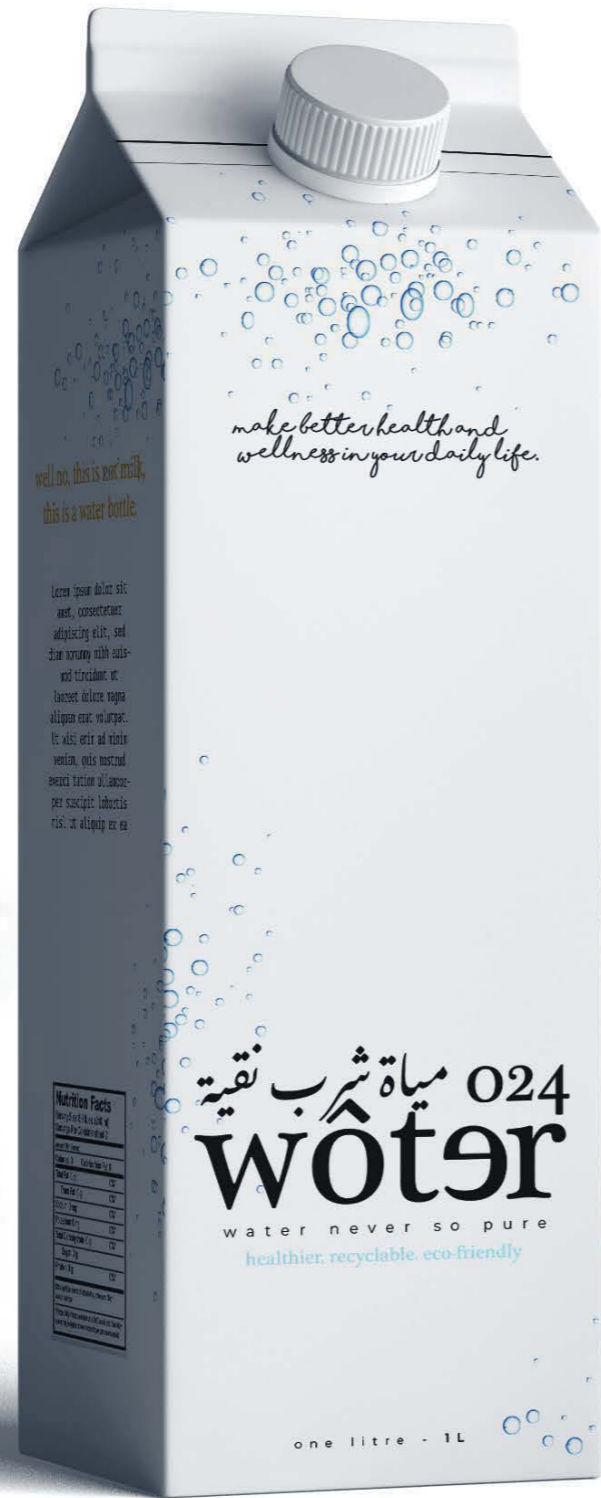


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WATER NEVER SO PURE



# CONCEPT INFORMATION

BASED ON THE SEVERAL MOVEMENTS THAT ARE BEING TAKEN AROUND THE WORLD TOWARDS REDUCING PLASTIC CONSUMPTION, AND THE IMPORTANCE OF EACH INDIVIDUAL IN TRYING TO MAKE A MOVE TOWARDS A GREENER, CLEANER PLANET, WE DECIDED TO APPLY THIS CONCEPT TO THE PUREST GOOD YOU CAN EVER BUY, WATER. THE CONCEPT OF BOXED WATER IS NEW, MAY EVEN SOUND STRANGE WHEN YOU HEAR IT, BUT WHEN YOU TAKE A MOMENT TO THINK ABOUT IT, YOU REALIZE THAT IT'S ACTUALLY POSSIBLE, AND NOT JUST POSSIBLE, IT'S ALSO BETTER!

WE INTRODUCE WÔTER, THE NEW BOXED WATER CONCEPT, FOR THE WÔTER IS JUST ONE LITTLE STEP, THAT HELPS SOLVE ONE OF THE SCARIEST PROBLEMS OUR PLANET IS FACING TODAY, AND IS ALSO MORE FUN TO USE,

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*THE ICON - ORIGIN.*

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ADDRESS: 654 FACTORY AREA, EGYPT. TELEPHONE: +20 100 23 83 428  
EMAIL: MELSEOUDI@WATER.COM WEBSITE: WWW.WATER024.COM



*make better health and  
wellness in your daily life.*

مياه شرب نقية  
<sup>024</sup>  
**wôter**  
water never so pure.  
*healthier. recyclable. ecofriendly.*

one litre - 1L

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