

## IBWA Bottler Member Benefits

IBWA is the principal voice of the bottled water industry, and the only association that focuses solely on creating a favorable business climate for companies - small, medium and large - that bottle and sell water.

IBWA membership offers companies access to the resources they need to **achieve and maintain compliance with all federal, state and local regulations**, to produce a safe quality product and to stay competitive in the marketplace.

Membership in IBWA offers real value. The **return on investment for your dues dollars is significant** when compared to the financial and human resources you would need to stay abreast of the science and technology issues, to monitor the industry 7 days a week, 365 days each year, and act on your company's behalf with the media, and in the state and national legislatures, and to promote your business to potential clients in the industry. Imagine **if your company was to hire someone to work on all of these issues--it would cost you significantly more than the price of your yearly membership with IBWA**. The following is a list of benefits:

### Technical information

IBWA membership provides a comprehensive resource for information and training on **how to maintain a bottled water business** through access to professional expertise, education seminars and publications.

Personal access to **technical assistance and guidance provided by the staff of the IBWA education, science and technical relations department**, for answers to questions specific to your bottled water operation.

Education Seminars - Topics presented cover a range of issues, such as:

- Bottled Water and Homeland Security
- The Changing Landscape of the Bottled Water HOD Business
- The Safety of Polycarbonate Plastic for Packaging Bottled Water - Overview of Safety
- The Current Bisphenol A Issue Landscape

Publications - IBWA and its members have produced technical documents that are important to bottled water operations including:

- The Plant Technical Reference Manual is 11 chapters of information on setting up, and maintaining a bottled water facility. A must for any bottled water producer.
- Taste and Odor Characteristics of Bottled Water
- Control of Mold in Bottled Water Operations and Production
- Introduction to Plastic Packaging for the Bottled Water Industry

Members are kept abreast of the latest regulatory developments to ensure that their facilities comply with new and future standards. IBWA continues to plan, prepare for and distribute information to members on new issues and regulatory challenges—such as **disinfection byproducts, pathogens, bromate, pharmaceuticals, and perchlorate**. We are also closely monitoring substances on the EPA's **contaminant candidate list (CCL)** because they may eventually be regulated in bottled water by FDA.

### Certified Plant Operator Program

IBWA's Certified Plant Operator (CPO) Program provides members with access to

**technical training and certification in the operation and maintenance of a bottled water plant.**

A CPO ensures that a production facility is under the supervision of an individual who has demonstrated a proficiency of knowledge in the areas of **GMPs and HACCP**, including treatment and education, two areas that are vital to ensuring that compliance is met in all phases of production.

**Regulatory and Legislative support**

IBWA's government relations staff is available to members for help with federal, state and local legislative and regulatory questions. Members can get direct assistance with their **compliance questions related to topics such as labeling, bottle bills, test results and licensure**. Staff also provides members with regular action updates and grassroots legislator outreach training and assistance.

IBWA's team of dedicated staff, counsel, consultants and member volunteers works directly with legislators and regulators on issues affecting bottled water businesses. **IBWA opposes all legislation and regulation that could reduce profits for bottled water companies or impose unnecessary regulatory requirements for business operations**. The association supports legislation that promotes economic growth in the bottled water industry. Our opposition of these measures has saved the bottled water industry millions of dollars in total costs each year.

IBWA provides a unified voice for the bottled water industry with federal, state and local government officials. The association has an extensive grassroots organization that works on all legislative and regulatory issues affecting bottled water companies. The following is a short list of major issues and proposals IBWA addressed in 2008:

- ❖ Consumer Confidence Reporting requirements
- ❖ Groundwater Withdrawal legislation that would:
  - Place moratoriums on groundwater withdrawals;
  - Impose additional permitting requirements; and
  - Limit the amount of water bottled water companies could withdraw.
- ❖ Bottled Water Bills which included proposals to:
  - Prohibit the sale of petroleum-based bottles; and
  - Require single-serve bottled water purchased by state departments and agencies to be packaged in bottles made of biodegradable materials.
- ❖ Bottled Water Taxes which sought to charge bottlers additional fees per container or per gallon of bottled water produced.
- ❖ Recycling issues that included bottle deposits, recycled content mandates and producer pay proposals.

**Communications and Public Relations**

IBWA has tools needed to represent the industry to the public, opinion leaders and media, often reaching thousands or millions of people with accurate and positive information about bottled water and its role in society.

IBWA's communications staff assists members with media and public relations efforts and questions. The association regularly **publishes position papers**, that are highly researched and validated, on a variety of topics related to the bottled water industry. Members can use these documents when dealing with their

	customers, local regulators, NGO's and local media. Such topics can include <b>plastic packaging safety, recycling advocacy, quality reports, appropriate labeling and health positioning.</b>
<b>Participation in IBWA Board of Directors and Committees</b>	
	Member involvement in IBWA provides companies with a forum to help shape industry policy and positions on the many issues of concern to their bottled water businesses.
<b>News Splash</b>	
	The IBWA News Splash Newsletter provides vital technical, government relations, industry and public affairs news and information to IBWA members. This document is distributed weekly via email and fax.
<b><i>Bottled Water Reporter</i> subscription</b>	
	The bimonthly Bottled Water Reporter (BWR) is the only U.S. publication written solely for the bottled water industry. It features reviews of new technology and equipment developments, articles about the bottled water industry business and related issues, statistical data and association news.
<b>Members-Only Section of web site</b>	
	The Members'-Only section of the IBWA web site contains a wealth of information. IBWA members can access the section for up-to-date information on technical, legislative and regulatory issues, as well as information on the association.
<b>Buyers' Guide, IBWA Membership Roster and Web site listing</b>	
	IBWA members enjoy promotional opportunities for their companies and their products and/or services through free listings in the annual IBWA Membership Roster and the online Directory of Member Web sites.  These valuable services provide members with increased exposure to potential clients (both fellow members and nonmembers) who look to IBWA as the resource for information on companies operating within the bottled water industry.
<b>Awards Program</b>	
	IBWA Awards Programs include recognition for excellence in the following areas: <ul style="list-style-type: none"> <li>● Excellence in Manufacturing standards in the bottling plant</li> <li>● Route Salesperson of the Year Award</li> <li>● Plant Manager of the Year Award</li> <li>● Beverage World Bottled Water Hall of Fame Award</li> </ul>
<b>Convention registration discount</b>	
	Attendees at an IBWA Convention and Trade show benefit from educational workshops, idea exchange sessions, hands-on panels, roundtable discussions, keynote speakers, state-of-the-art equipment show, social events and an opportunity to share, learn, interface and network with bottlers, suppliers, manufacturers and distributors from around the world.

Much of the real value for IBWA members comes from the interaction with colleagues in the industry and a place to talk about the business. **Who can I turn to when I need particular business questions answered?** That is what members gain from the networking opportunities provided through events, activities and educational seminars during IBWA members-only meetings.

At this critical time in our industry's history, it is more important than ever for all companies involved in the production of bottled water, from bottler to supplier to distributor, to come together – to join forces with IBWA to protect the interests and growth of the bottled water industry.