



Dan Bush

IGO DIRECT PREMIUM WATER COOLERS

www.igodirect.net

Ontario, Canada

IBWA Member Since 2006



"IBWA offers a unique opportunity to access bottled water industry leadership."

Dan Bush agreed to chair IBWA's Supplier Committee three years ago because it was "a good opportunity to have conversations with fellow suppliers and see what I could learn from them."

Bush is president of IGO Direct Premium Water Coolers. The company, which has been representing a watercooler manufacturer out of Malaysia for eight years, has recently entered into a joint venture agreement with the company, allowing IGO to offer the product line now through a factory-direct program.

Although the members of the Supplier Committee represent products as varied as watercoolers and microbial test kits (see Joyce Parent profile, at right), they share a common desire, says Bush: improved supplier access to bottler members. During the 2009 IBWA conference in Las Vegas, the committee promoted a tabletop trade show and short presentation session for suppliers, which was well received.

Bush, who has six employees in the United States, brought two of them to the conference. He values IBWA's educational offerings and follows trends in industry regulation through the association, such as compliance issues for Energy Star certification. "Naturally, we are also concerned about any negative legislation that affects our bottler customers," he says.

Hoping that more service-oriented suppliers join IBWA and the Supplier Committee, Bush says, "The bottled water industry is the suppliers' industry too. . . IBWA offers a unique opportunity to access the leadership of that industry, meet other suppliers, and help ensure the industry's success."

As a supplier member of IBWA, Joyce Parent has realized the benefits of the association's educational and technical programs and resources.

Parent is a strategic marketing manager at IDEXX Laboratories, an innovative diagnostic and technology company. IDEXX Water specializes in the development, manufacture, and distribution of water microbial test kits. Colilert® is among its best-known products—it offers easy, rapid, and accurate confirmed detection of coliforms and E. coli in various water types.

"IBWA is a good organization," says Parent. "Its members care a lot about the quality of their products and the science behind that."

As a member of IBWA's Technical Committee and the Virus/Microbial Subcommittee, Parent has had the opportunity to learn more about the industry, "especially the bottler perspective and their needs around testing," she says.

At the 2010 Winter Board and Committee Meetings in San Diego, IDEXX took the opportunity to present to bottlers and participate in a small trade show during the cocktail hour. "It gave us a lot of great exposure," Parent says.

Parent believes that bottled water is an important choice to offer consumers and appreciates IBWA's pro-quality, pro-education stance. "The organization always promotes the best-practice approach," she says. "I appreciate that IBWA is always trying to put true facts in front of the public. I find it refreshing."

"It's a top-notch organization."

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Joyce Parent

IDEXX

www.idexx.com/water

Westbrook, Maine

IBWA Member Since 2008