

Coca-Cola Amatil's "Slow the Flow" water wise practices among employees.

Water Corporation through its Key Customer Relationship Management program (KCRM) has developed a range of partnering initiatives with key customers aimed at improving their water management process.

To date 140-plus customers have participated in the diagnostic sessions and ongoing support programs.

Coca-Cola Amatil (CCA) is one of the selected customers in the KCRM program and a success story.

The Company operates a carbonated soft drink plant in Kewdale and a Neverfail water bottling plant at Malaga.

Operations employees have been working with the Water Corporation to make the Kewdale plant as water efficient as possible and CCA WA are part of the Water Corporation's Waterwise program.

Continuous Improvement Manager Grant Steenbergen said in 2006, innovative water efficiency projects lead to an estimated 55 million litres of water being recovered and reused.

"One of our major water saving initiatives is the recovery of water used to rinse bottles with the water being fed back into the water treatment plant for re-use," Grant said.

"Eleven and a half million litres of water a year has also been saved by converting three production lines to Dry Lube. This process eliminates the need to use water for production lubrication purposes."

Water Management Strategy

Another of CCA's key success stories in Western Australia is its Slow the Flow staff awareness program, which is changing attitudes and reminding employees that

water should be used sparingly. The awareness campaign was started off with a naming competition to get people's attention and involvement. Materials are also used around the factory site to remind staff to Slow the Flow.

A water conservation team has been established on site to minimise water losses. Team members have conducted site audits to identify drips, leaks and areas of excessive use. Close to two million litres per year of water losses were identified and saved through this process.

Waterless urinals have been installed where practical and trigger nozzles have been fitted to wash-down hoses that cut the water flow off when washing is completed.

Grant said CCA had an innovation program running on site and one of its most successful suggestions was an X-bend pipe to replace the Y-bend pipe that feeds syrups into tanks.

"The X-bend pipe saves frequent pipe changing, less syrup loss and less water wash-down," Grant said. "That alone saves us 8000 litres of water each year. It is a minor saving when looking at the volume, but it does add up and employee awareness of such things is massive."

One of the difficulties for most beverage companies is to meet consumer demand for more product variety. The problem is that each new product requires an extensive wash-out of equipment between flavours, so as product variety increases, so does water demand.

Grant said contrary to this trend, CCA is finding that the water saving work done by employees is reaping huge benefits. Production is actually saving significant volumes of water and employees are successfully fighting the trend to increase water usage.

Innovative programs

CCA recently used World Water Day, designated by the UN to draw attention to the global water crisis, to promote Slow the Flow water wise practices among employees.

Participants took part in programs that emphasised the importance of understanding and practicing water efficiency in the work place and at home. Each person taking part in the promotion was given a bucket containing a number of water savings products and ideas.

CCA's success in Western Australia was acknowledged in October 2006 with a highly commended at the Water Awards run by the WA Department of Water and Water Corporation.

Water Corporation Key Customer Relationship Manager Lee Pearson said the culture of water efficiency is clearly evident as soon as you walk onsite at the Kewdale plant.

"CCA's ongoing commitment to water efficiency is a great example of how businesses are doing their part to help conserve WA's precious drinking water supplies," Lee said.

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Promoting Slow the Flow water wise practices among employees.



The bottle washing machine

For more information on being Waterwise in your business, please visit www.watercorporation.com.au or contact Lee Pearson on (08) 9420 2649