



## Prevention

# Valmora's water is using less packaging to prevent gas emissions

Luserna San Giovanni, Italy

One of the main challenges for Valmora, a mineral water company, was to convert its production chain in order to obtain a more green and eco-friendly process. To do so, it was necessary to reduce the quantity of the plastics used in the production of bottled water and reduce the gas emissions caused by road transportation.

In order to counter the high impact that the transportation of bottles has on the environment, it was necessary to reduce the quantity of plastics used in the packaging. Therefore, it was agreed to a 20% decrease in the use of plastics in the bottles produced in order to obtain more efficient bottles for a daily production of more than one and a half million bottles.



As a result of the drastic reduction in the distances covered by road for delivery, over 70% of the water produced is now transported and distributed locally in the production region, Piedmont. Furthermore, the energy used in the production site is 100% derived from renewable sources.

### Useful links:

<http://www.valmora.it/it-ita/>

### For more information about the project contact:

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