

EcoBev-Increasing the Lifespan of Water

Mounting fresh water costs due to global scarcity and droughts, along with international pressure to reduce water consumption, has put the beverage industry in a precarious position: cut back on water usage while providing an annually increasing number of beverage products. The beverage industry is a thirsty one, though, sometimes consuming up to five liters of water for every one liter of beverage produced. Major beverage providers are taking the first steps needed towards achieving reduced water usage goals in the manufacturing stage; however, many companies overlook the potential water savings they could be providing long after product has been delivered.

Satellite Logistics Group (SLG) of companies, a globally respected supply-chain solutions provider for the beverage industry, has been helping companies transform their old, unsalable beverage products into more environmentally-friendly and sustainable solutions since the company's launch of EcoBev, a proprietary automated system designed to solve the dilemma of the unused beverage product.

Utilizing SLG's supply chain network in combination with recycling facilities nationwide, EcoBev removes expired, mis-labeled, excess, and damaged beverage goods from distributor and producer warehouses and safely and discreetly ships both container and contents to be recycled, often freeing up valuable warehouse space.

In an effort to reduce the water-usage footprint for the beverage industry, the liquid is separated from its glass or aluminum containers – which are also recycled – and is chemically treated so that the water may be used in various stages of purification for a myriad of purposes, such as:

- fertilizer for agricultural fields
- pH balanced water is reintroduced into municipal water treatment systems
- "grey water" to irrigate municipal green and reforestation sites, which is much more affordable than tap water and safe to wildlife
- nutrients added to compost materials
- cooling agent for heavy industrial and commercial applications



- cleaning and steaming applications in industrial and commercial industries

"Water is a vital component to our industry and one we cannot afford to be without," said Kevin Brady, President of Houston-based Satellite Logistics Group. "We have an opportunity here in the beverage industry to salvage and recycle an abundance of water and literally make every drop count. The EcoBev system was created to address the unsalable beverage product problem in a way that is environmentally friendly and considerate for suppliers, distributors, and end users."

As the nation's first turnkey, EPA-compliant program that provides for the collection, recycling and proper documentation of otherwise unsalable beverage product, EcoBev is completely confidential and, as an added bonus, provides a means for producers to capture unclaimed state and federal taxes which are passed back along to distributors.

In the end, Brady says, companies can feel good knowing where their product ends up and how it's being utilized.

"EcoBev is a proactive solution to rising materials costs and shortages throughout our industry and others," said Brady. "With steps that large beverage providers are taking, along with supply-chain solutions such as EcoBev, the beverage industry is in a better position to grow and continue innovation on sustainable, water-saving solutions."

Contact:

EcoBev[™]

Satellite Logistics Group
Tom McLaughlin
Business Development Team
Toll-Free: 877.795.7540
www.slg.com