



Introducing *Seryab* – the premium water proposition of Russian origin

The water

Seryab is a natural mineral water from a pristine source located in central Russia where bottling started in spring 2010. The word *Seryab* (Серябъ in Cyrillic, if your system supports Cyrillic fonts) is a fantasy derivation from the Russian word for ‘silver’. Silver carries great cultural significance in Slavic countries; its use as a bacteriostatic in water has been known since at least the Roman days, and is still widely practised in Russia today. It is very common to find a large jar of drinking water with a silver spoon immersed in it in a Russian kitchen. In appreciation of this heritage, *Seryab* in fact flows through a silver filter before being bottled.

The package

The package for *Seryab* is an in-house development. There isn’t a single source of inspiration for the pack – in fact, we wanted to avoid any obvious and literal associations in order to create a *sculpture*-like vessel which creates its own metaphors. We heard people describing their associations of the bottle with cut crystal, carved silver, glacial ice and sea wake, the truth is though that it is an abstract creation.

Our ambition in creating the package was to break outside the industry conventions – in terms of shape, appearance and decoration – in order to deliver a visually arresting, unique consumer experience. Consumers are beginning to appreciate high-quality water as a luxury as well as daily necessity, and we wanted to create a serving experience to suit that. Innovative engineering solutions were developed to adapt modern high-speed filling lines to handle the highly tactile and ergonomic asymmetrical bottle efficiently.



The PET and glass packages are honest in their use of material – the bottle body is not covered by any kind of label, allowing the water itself to refract the light and surrounding color. The bar-code and other legally required product details are printed on a small heat-shrunk sleeve that covers the cap and provides additional tamper-evidence. It also keeps the cap factory-clean. The unobtrusive branding of the bottle is a departure from the industry norm, and is welcome in formal serving occasions. Neither the bottle, nor the cap use any coloring. The current pack range comprises 330 ml, 500 ml, 750ml and

1,25L PET bottles with both conventional and sports closures. The glass range consists of 330ml and 1L returnable bottles.

Sustainability and eco-minded business model

Our goal is to develop Seryab into an international multi-source business, where a good local source (artesian or spring) serves a region within a 1,000 miles or less to avoid over-exploiting the source and limit long-range haulage.

The multi-source model, space-efficient bottle shape and downsized label all combine to minimize the use of resources throughout the product life-cycle, and our glass bottles will be returnable (again, the multi-source model makes this possible). We are also looking at utilizing the Enso Bottles LLC biodegradable PET technology and will be among the first European manufacturers to do so in 2011.

Serving innovation

The patent-pending carafe application (which consists of a 1-liter PET or glass bottle and screw-on metal spout with handle) is our first step towards converting HoReCa customers to usage of bulk containers (similar to draught beer) decanted into high-quality reusable proprietary vessels. We believe that ultimately this will create the perfect consumption experience, as well as significantly minimize materials and energy usage throughout the supply chain.

International recognition

Seryab has been recognized as the Best New Brand at the 7th World Water Congress in Gleneagles, Scotland, and won the Best PET Bottle award to boot. Encouraged by enthusiastic international reception, exports of *Seryab* as a first step of international presence are scheduled to commence in 2011.



When local bottling begins outside of the Russian-speaking countries, *Seryab* will be known as *Aqua Argenta* – again, a derivation of the root meaning ‘silver’ (in Latin). We feel that rather than forcing non-Russian speakers to twist their tongues, we would rather translate the meaning of the word – just like book and movie titles get translated – and maintain brand identity that way.

Our first expansion step will be in the UK where we have acquired an ancient spring in the county of West Sussex.

Contacts

Andrei Petrov
argenta@seryab.ru
www.seryab.ru