

# Elkay's Smartwell Quenches Tech Company's Thirst for Eco-Friendly (and Delicious) Hydration

*Intuitive Beverage Delivery System Cuts Costs and Improves  
Sustainability in Still or Sparkling Form*

# “The goal? To reduce its use of bottled water and, therefore, its consumption of disposable materials.”

When it came to supplying staff and visitors with beverage choices, one high-tech company, renowned for its innovative products and employee perks, found itself in an unusual situation. While an innovator in the tech space, it had the same offering as every other company when it came to beverage options in office.

This did not fit with the vendor's reputation of creating new products, new services and new opportunities that changed lives and the world. As a company that revolutionized the work environment with impressive benefits, the organization wanted to continue improving the employee experience.

Enter Smartwell Beverage Dispensers, the eco-friendly, next-generation upgrade that provides on demand still and sparkling water in an array of flavors and enhancements. The tech company adopted Smartwell as part of its Corporate Social Responsibility (CSR) initiative. The goal? To reduce its use of bottled water and, therefore, its consumption of disposable materials.



## Raise a Glass

**“The technology enterprise planned to improve the planet and its future well-being by slashing waste.”**

Smartwell is the solution this tech company was looking for.

After all, the high-tech company wished to offer more than better drink choices to employees and guests. It also had loftier, more widescale goals. The technology enterprise planned to improve the planet and its future well-being by slashing waste. After all, if 1,000 employees and guests bought just one bottle of still-water daily, that would generate

260,000 plastic bottles annually, each destined for the recycling plant or landfill (and this company has a lot more than 1,000 people on its campus each day).

“As we continue to grow and innovate, it’s important to our company as well as our [employees] to be good stewards of the planet,” the Vendor Relations Manager said “The more [sustainable] products we find that we can incorporate into our campus the better we all are for it.”

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## Fountain of Dreams

Last year, the tech company began deploying Smartwell solutions to replace a growing number of its water machines. Having heard rave reviews from another Smartwell customer, the company began researching Elkay’s solution and services and purchased its first Smartwell units in mid-2019.

With Smartwell, employees can add electrolytes, vitamin C or caffeine to their still or fizzy water. Some users may add a little of each. The system also features flavors such as lemon, lime, raspberry, peach, pomegranate, grapefruit and black cherry in any combination, so each person can make their own individual flavor.

Users create beverages and view nutritional information from a touchscreen or mobile

device, with recently added touchless technology to ensure employees are free to craft their perfect beverage without spreading germs. In addition, they can also use their own reusable bottles, dramatically reducing the number of cans, cups and plastic bottles littering lands and waterways.

Sustainability was the tech company’s primary goal.

“Feedback from our user group has been very positive,” the Vendor Relations Manager said. “They are pleased with the flavors and inclusions. Smartwell allowed us to reduce our usage of disposable water bottles. We are very pleased with the flavor profile and variety of offerings. Smartwell gives us a sustainable and delicious way to satisfy our users.”

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## Bounty of Benefits

Although this tech company was most interested in sustainability, other customers count cost savings and employee health & wellness as reasons to purchase Smartwell solutions.

They save money by cutting spending on bulk soda and bottled water. Because Smartwell's connected Internet of Things (IoT) technology alerts authorized individuals whenever it needs any flavors or infusions, it never runs out of supplies, thereby eliminating expensive last-minute shopping forays to stock office refrigerators or soda machines. Since maintaining Smartwell is so simple, the tech company never needs to call in a service technician for routine refills or maintenance.

Access to tasty still and sparkling water in multiple flavors encourages employees, guests and suppliers to drink more water and stay

hydrated. Only 22% of people in the United States drink the recommended eight to ten glasses of water daily, OnePoll found<sup>1</sup>. The majority are “too busy, forget or don't track it,” the study said.

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<sup>1</sup> [OnePoll](#), "Are You Drinking Enough Water"

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## Conclusion

When this tech company wanted to improve the ways it hydrated employees and guests, they turned to Elkay for its Smartwell solution. Now, with Smartwell, the world-changing technology developer is improving sustainability efforts and giving on demand flavorful water to everyone across its campus.

