

# SeaSpray

Indulge in the Ultimate Lifestyle

Summer 2010



\$9.99



#### Seprite 38

Over an impressive 30 hrs  
of the water

#### Mercedes-Benz

The 2000 Coupe

#### Wahlström Electronics

Outright motor  
Quartz compass

#### Merline M10

A 100% fiberglass hull

#### Island Tiki

Handmade - wood  
and polycarbonate

#### Overhead 48 motor

The ultimate luxury

## Water Story

Just when you thought marketers had come up with every idea conceivable over packaging water, New Zealand firm Aquabottles comes up with an innovative idea that is out of the box, so to speak.

Water in a Box is a clever take on the water box with a vacuum sealed bladder. If you are old enough to remember squishing the last drop out of a water bladder in the days when you bought water by the load by doing it up and trying the last of the load out, you understand the benefits of a vacuum sealed bladder. Not only does this ensure the last drop will be delivered at the push of a button, but according to Aquabottles Marketing Manager Devon Tong, the vacuum-seal also helps to protect the purity of the water.

And pure it is. Classified as Natural Artesian Water and sourced from a natural spring in Whakarewa, Bay of Plenty, the water has been filtered through natural rock for 85 years then stored deep underground for an average period of 1,800 years – long before any man-made pollutants reached the atmosphere.

The all-important environmental friendliness gets a tick too. According to Tong,

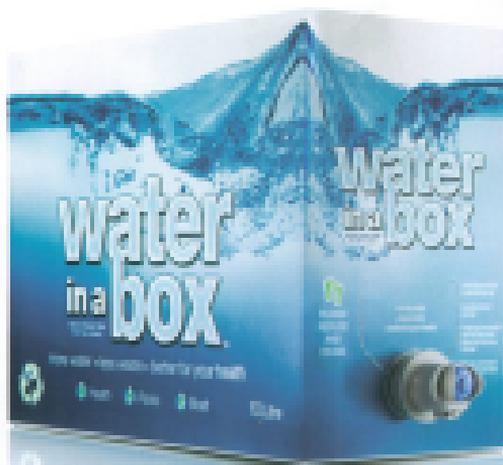
"There is over 80% less plastic in Water in a Box when compared to the equivalent water volume

in plastic bottles." And the box can be flattened when you're finished with it and stuffed into a compact bin to break down, as long as you take out the bladder first.

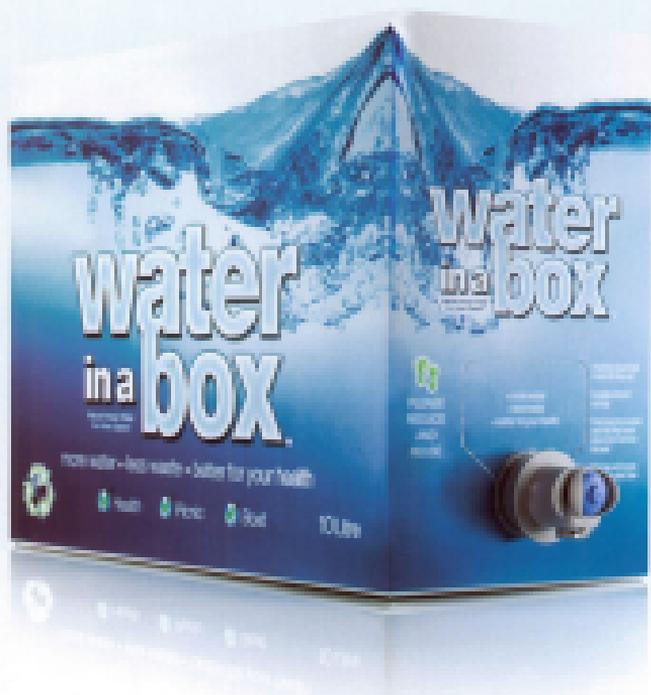
The water within the box has a number of health benefits including high levels of silica. This helps to support the stimulation of collagen production in the body, which in turn promotes anti-aging and improves the texture of your skin, hair and nails. Virtually every health professional advises you to drink between 8 and 10 glasses of water a day. If you follow that regimen, you may as well make it healthy water!

And it's convenient, particularly when you're on a road. Rather than trying to store multiple bottles of water, it is far more convenient to store a box or two and with the handy strap for carrying, it's a lot easier to transport. ■

For more information see [www.waterinabox.co.nz](http://www.waterinabox.co.nz)



# more water less waste



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