Aquablu

BOTTLED, COOLERS OR BUILT-IN



A fair comparison for the office you're about to move into.

When you move or renovate, it's tempting to carry over your existing hydration setup, coolers, bottles, cans and regular deliveries. It works, but the real cost goes beyond the price per drink.

Consider **storage, deliveries, waste and the experience of your new space.** Bottled water and coolers offer flexibility and low upfront costs; built-in hydration requires some planning at fit-out, including a water line and power. Here's an honest side-by-side to help you choose what's right for your new office.

COMPARISON TABLE

Dimension	Bottled water or cans (delivery)	Water coolers (plumbed / jug)	Aquablu **REFILL+** (built-in)
Cost per drink	~€1 bottled water (500ml) ~€0.80 canned/flavoured	~€0.20 water drink (200ml)	**~€0.33 flavoured**
Upfront cost & contract	Low or none upfront; ongoing per-order invoicing.	Low-medium Rental or purchase	**All-inclusive subscription (no capex), or buy from ~€6K.**
3-year total cost*	**~€156K (bottles)** **~€60K (cans)**	**~€75K (Water coolers)**	~€48K Based on per-drink cost (0.33) × drinks (4000) × 60 (months)
Plastic & waste	High, every drink is single-use plastic or aluminium.	Jug coolers: recurring plastic bottles + deliveries. Mains coolers: low waste, but plain water only, so soft-drink cans may remain.	**Near-zero single-use: one 5L bag-in-box = ~525 servings; reusable carafes and bottles.**
Logistics & storage	Heavy: recurring deliveries, stockholding and fridge space. In a move, fridges and stock can't relocate cleanly, requiring re-siting and new storage.	Jug: bottles need storage, deliveries and swap-outs. Mains: requires a water line.	**One water line + power. One 5L bag-in-box. One CO_2 cylinder serves ~250L (~80L on consumer taps). No ongoing deliveries or storage.**

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Reliability & service	Depends on delivery reliability; supply and hygiene risk.	Consumer-grade taps are a common office complaint; CO_2 swaps required.	**Fully serviced: bi-annual cleaning + calibration, filter replacement, warranty, remote-support SLA and monthly impact report.**
Everyday experience	Cans and bottles = clutter; the soft-drink habit persists.	Plain water only, doesn't replace soft drinks; can feel utilitarian.	**Chilled still / sparkling + zero-sugar functional flavours; premium built-in design.**
ESG / reporting	No tracking, savings are hard to evidence for ESG reporting.	No dashboard, no sustainability metrics to report.	**Live impact dashboard: bottles saved + CO_2 reduced, audit-ready monthly report.**

*Assuming 100 employees and 5 office days per week.
Assuming 1L per day p/employee (2 bottles) & 1 can per day p/employee.

WHAT SWITCHING ACTUALLY REMOVED - REAL CUSTOMER SITES

These are measured results from offices that moved from bottled/cans to built-in, and the plastic and CO_2 that simply stopped:

~5,000 → 40,000+ bottles a year eliminated per site
(EMCÉ ~5,000/yr · Elsto 9,006 · Schiphol site 32,000+ · Sheraton 40,000+/yr).

~800 → 16,500 kg of CO_2 saved per site
(EMCÉ ~800 kg/yr · Sheraton ~3,800 kg · Schiphol site 16,521 kg).

One built-in point, specced into the fit-out, is what produced these, no change to anyone's daily routine.

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THE THREE THINGS THAT DECIDE IT IN A MOVE

1. LOGISTICS: THE "IT CAN'T MOVE" PROBLEM

A move is when the hidden cost of bottled and cooler setups shows up. Fridges, stock and jug deliveries need to be re-sited, re-contracted and stored while the new office is still being fitted out. Built-in avoids the double move: it's specified once, installed as part of the fit-out, and done.

2. COST OVER TIME: PREMIUM-LOOKING DOESN'T MEAN EXPENSIVE

A built-in system can look premium without costing more per drink. When you compare the cost of bottled or canned drinks with a built-in pour, the built-in option can come out cheaper per drink over the life of the contract. Sticker price is the wrong lens; total cost over time is what matters.

3. RELIABILITY: SERVICE MATTERS MOST

Once hydration is built in, it becomes a utility - so reliable service matters. REFILL+ is delivered as a serviced solution, with bi-annual cleaning and calibration, filter replacement, warranty, remote support and a monthly impact report. The ongoing management that bottles and coolers require is handled for you.

THE BOTTOM LINE

For a single day, bottled and coolers are the easy choice. For the years you'll spend in a new fit-out, built-in wins where it counts: lower cost per drink, a fraction of the plastic and CO_2, no delivery-and-storage overhead, and a serviced, reliable, one-invoice utility that fits the office you just designed.

See the numbers for a company your size → **try the ROI calculator**, or book a free hydration audit for your new space.

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