

watsons water

屈臣氏蒸餾水



link to the function of producing distilled water, Watsons Water has built on this tradition and has been well-placed to help set the trend for a cultural shift to bottled water.

In the 1950s and 1960s, Watsons Water became a key name in the business sector, symbolising prosperity and prestige in offices. At the same time, an improvement in the overall standard of living also generated greater awareness of the importance of a healthier lifestyle. As the demand for bottled water increased dramatically, Watsons Water developed into a popular household brand and has become the industry leader.

Capitalising on its proven success in Hong Kong, Watsons Water moved into the mainland in the 1980s, where it has maintained its reputation for high quality. Watsons Water is now distributed throughout China, as consumers grow more knowledgeable about the benefits of quality bottled water in their daily lives.

Today, Watsons Water is Hong Kong's chief supplier of bottled drinking water and the No. 1 market leader in the territory. Delivered to offices, hotels, homes and schools in conveniently packaged containers, Watsons Water is the most trusted name among consumers of bottled water, who recognise the importance of purity in their quest for an improved quality of life.

THE MARKET

Certain elements are vital to human existence, notably the water people drink and the air they breathe. The air needs to be as clear and clean as possible and, likewise, the water needs to be as pure as possible. Providing the people of Hong Kong and Asia with purest and healthiest water possible has been the objective of Watson's Water for more than a century and has helped it become the leading name in bottled water in the region.

ACHIEVEMENTS

Watsons Water is a founding member of the International Bottled Water Association (IBWA), where it serves as the country representative for China and Hong Kong. Taking on this responsibility to help boost the industry's product quality as a whole, as well as to enhance the professional image of the industry, Watson's hosted an International Convention, at which 30 Chinese companies were invited to participate and to meet other leaders in the industry.

Watsons Water is closely involved with the community, engaging in sponsorships of both local and international sporting events. The Watsons Athletic King series is the premier athletic programme on the Hong Kong calendar.

Counsel is also sought from professional dieticians and academic organisations to assist in promoting the health benefits of drinking water. It sponsors a drinking habit survey and publishes the Water Report, bringing useful health tips to the public.

HISTORY

Founded in southern China in

1828, the A.S. Watson Group began as a small provider of free medicine to the poor in Guangzhou and was known as the Canton Dispensary. To be sure of the purity of their remedies, the producers distilled their own water, which was mixed with the medicines.

The business relocated to Hong Kong in 1841 and became known as the Hong Kong Dispensary. Dr



Alexander Skirling Watson joined the company in 1858 as a manager and eventually gained control of the company, providing it with its current name.

Watsons Water has been a wholly owned subsidiary of the A.S. Watson Group since 1903. The A.S. Watson Group in turn became a wholly owned subsidiary of the Hutchison Whampoa Group in 1981 and operates throughout the world.

With its early and well-established



THE PRODUCT

Not so long ago, the idea of paying for something that could be obtained free from a tap would have seemed absurd, but the remarkable

success of bottled water is now an established fact. Its success is the result of a combination of factors, prominent among these being a growing concern about health.

Drinking water is one of the simplest ways to stay healthy. Two-thirds of the human body is water, and water is essential for every biological function. Humans need to frequently top up their moisture content. The World Health Organisation recommends that adults drink eight glasses of water a day (about two litres) to avoid symptoms of dehydration, which include headaches, tiredness and fuzzy short-term memory.

The average person loses about six pints of water a day. Keeping oneself hydrated should lead to clearer skin, higher levels of concentration and all-round well-being.

There are many kinds of bottled water available on the market and it can be very confusing for the consumer. Watsons Water believes the purity of the water is the critical factor in choice, because, if one were to rely solely on water for daily mineral intake, one would end up having to consume colossal quantities of water. When it comes to the purest, distilled is the best and this provides the mainstay of Watsons Water operations.

But, in recognition of the need to satisfy customer tastes, Watsons Water has also introduced to its lineup oxygenated water as well as distilled water with minerals, offering the combination of the taste of minerals and the quality and purity consumers have come to expect from the brand.

Listening to the customer is the Watsons Water key to developing new products and service innovations that help make drinking bottled water a convenient, safe and pleasurable activity.

The company first introduced plastic containers more than two decades ago, replacing the more cumbersome, heavier and fragile glass containers.

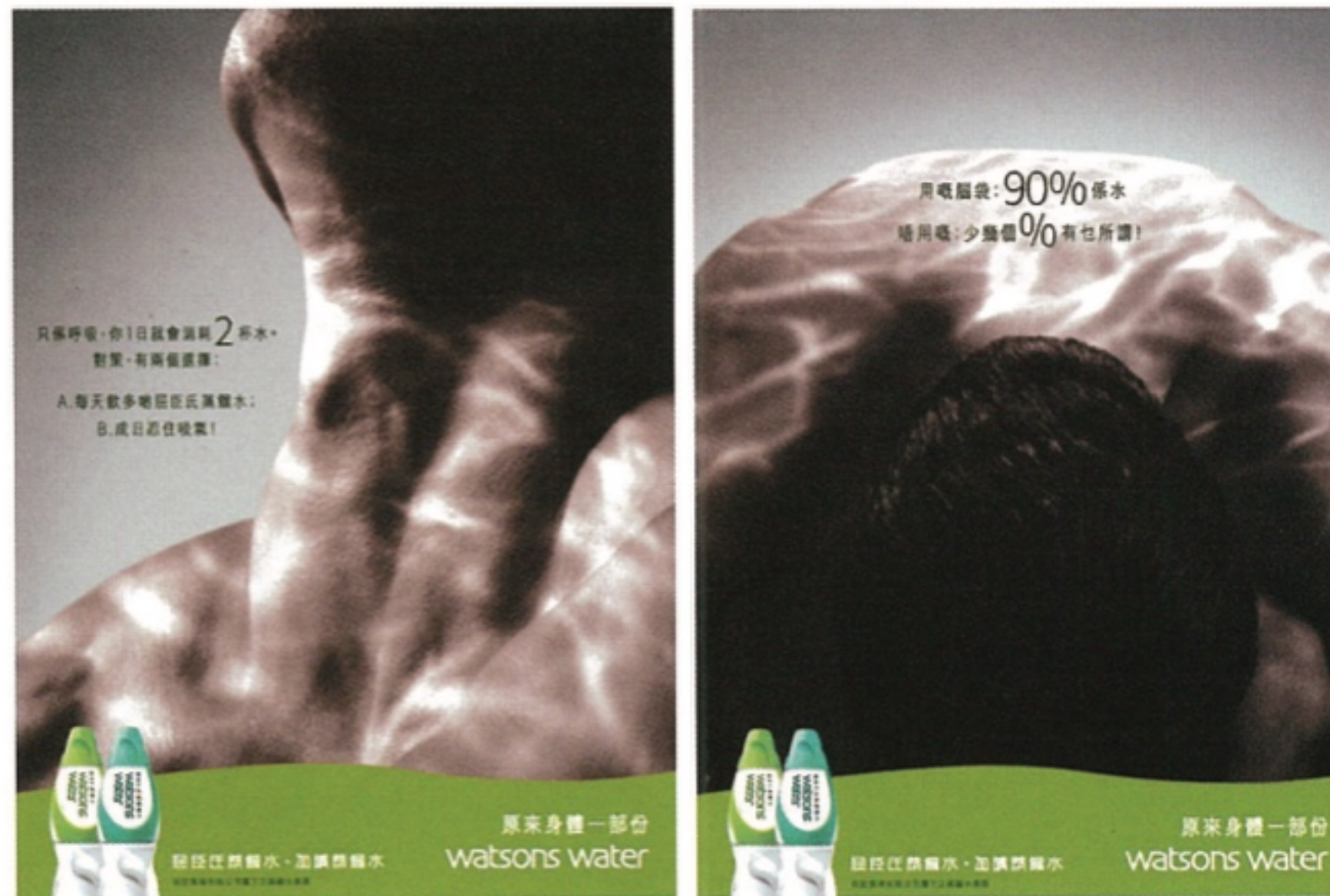
The unique Super Seal System was another breakthrough in 1994, putting an end to spills and splashes. The introduction of an Upward Flow dispenser also makes water refilling an easier and more convenient task.

The streamlined clear light-blue Handy Bottle features an innovative design with an integrated handle, making



changing bottles even easier and more user friendly. For the household, Watsons Water also has the smaller 11 litre Water Junior, which especially meets the needs of the home user.

It is not the health benefits alone that draw people to water products. The simple application of water to



the face is widely held as a beauty aid. Watsons new facial spray provides a very economical alternative to established products in the market.

Watsons Water also guarantees full customer service satisfaction. It accepts delivery orders as small as one carboy bottle for individual households. The Customer Service Department offers a 24-hour Hotline, a Protection-Plus Programme and an all-round maintenance plan, providing dispenser cleaning, sanitising and repairs.

RECENT DEVELOPMENTS

To get closer to customers in China's huge territory, Watsons Water has opened speciality Watsons Water Shops. These provide a convenient contact point at street level for the general public to meet Watsons Water professional sales and service teams. Customers can obtain on-the-spot consultation on dispensers and on water products. Equally importantly, they can increase their knowledge and their ability to choose quality drinking water.

The quest for quality water is not bounded by geography. Discerning consumers from Singapore, Malaysia, Thailand, Indonesia, the Philippines, Japan, Macau and Taiwan are enjoying imported Watsons Water. The company has also advanced into the European market, under the 'Powwow' brand, acquiring companies in the UK, Denmark, Holland, Germany, Portugal, France and Italy. With business expansion already under way in other parts of the world, Watsons

Water is building its presence in international markets and becoming a truly global company.

PROMOTION

Water is an element linked to the essence of every person's life and by association, Watsons Water is an everyday part of people's lives in Hong Kong, China, Asia and, increasingly, worldwide. The company strives to maintain this enviable position through staying up to date with consumer needs and trends and fulfilling them. Its message is delivered by television commercials, sponsorships of community events - notably the Watson's Water Athletic King series in Hong Kong - advertisements in the printed media and radio announcements. But the best manner of promoting its products is the one Watson's Water does most effectively - making sure that the

customer gets the very best quality water, reliably, safely, conveniently and cheaply, wherever they are.

BRAND VALUES

As today's market leader in the category of bottled water, Watson's Water has an enviable reputation for top quality and service. The company is committed to continued investment in research and development, in advanced technologies and in recruiting the best people to consolidate and also to expand its position.



THINGS YOU DIDN'T KNOW ABOUT WATSON'S WATER

- Since entering the British market in September 1998, when it acquired two companies, the Hong Kong-based group has become Britain's second biggest branded water company
- Watsons Water became a sponsor of motor racing's Macau Grand Prix in 1985 and its car has won the Guia race category on many occasions
- Watsons Water is Hong Kong's leading supplier of bottled drinking water