



FOR IMMEDIATE RELEASE

## **Innovative UpTap® Dispensing Closure For Large-Format PET Bottled Water Helps Blue Waters Sustain Sales During Pandemic**

[Richmond (USA), September 2, 2020]

Headquartered in Trinidad and Tobago, Blue Waters is the leading bottled water brand in the southeastern Caribbean, enjoyed by consumers at every occasion such as at home, on the beach and at sea. Its 8-liter bottle with the unique UpTap® dispensing closure is the only format of its kind in the Caribbean, offering ease and convenience for those stocking up on water during the COVID pandemic and wherever this package delivers convenience to consumers.

Blue Waters had been using Worldwide Dispensers' taps for their water bottles for more than a decade and was looking for new ways to create greater value. UpTap, a next-generation dispensing tap from Worldwide Dispensers, part of Liquibox, offered Blue Waters the opportunity to cut costs through its innovative lightweight design.

"Over the last 20 years, Blue Waters has led the family-serve and HOD bottled water category in no small part thanks to Worldwide Dispensers' innovative 8-liter dispensing tap. Blue Waters is excited to continue leading this category for another 20 years with the advent of the more sustainable UpTap from Liquibox," said Dominic Hadeed, owner of Blue Waters.

UpTap fits on all standard 48/41 mm bottle necks and uses **48% less plastic** than its predecessor, which in turn **reduces transportation costs by up to 20%** due to its smaller size. As an added bonus, its minimalistic, three-piece system improves recyclability and is safer for children to use.

With UpTap, brands can provide consumers of all ages a more comfortable, more convenient way to stay hydrated. It dispenses easily from a horizontal position on the counter or in the fridge and enables one-handed pouring thanks to a self-closing button.

Public response to the new Blue Water dispensing tap has been very positive and has enabled the brand to meet the needs of families who seek a convenient, reliable and safe source of water during uncertain times.



For more information on UpTap, please visit <https://www.liquibox.com/products/worldwide-dispensers/self-closing-taps/> or contact Anastasia Khodakova, Global Marketing Director, at [akhodakova@liquibox.com](mailto:akhodakova@liquibox.com).

### **About Liquibox**

Founded in 1961, Liquibox is a global leader in liquid packaging and dispensing—working in partnership with customers to deliver high-quality, innovative solutions that achieve sustainable performance. In February 2020, Liquibox acquired DS Smith's flexible packaging and Worldwide Dispensers that are now working as one across 21 locations powered by a global workforce of nearly 1,500 employees. The company is headquartered in Richmond, Virginia (USA). For more information, please visit [www.liquibox.com](http://www.liquibox.com) and [www.linkedin.com/company/liquibox](https://www.linkedin.com/company/liquibox)

### **About Blue Waters**

Blue Waters, established in 1999, is the largest water producer in the Caribbean with two state-of-the-art plants in Trinidad and Tobago and Santa Lucia. Handling all the process from the initial stage of blowing bottles to marketing the product both locally and regionally, Blue Waters continues to expand and diversify at a rapid rate. For more information, please visit [www.bluewaterstt.com](http://www.bluewaterstt.com)