At a glance

MIW Water Cooler Experts is a water cooler and fountain supplier company based in Durham, United Kingdom. The company employs 15 staff at its head office, a further 22 engineers across the UK, and has sold 400 refill stations across the UK from January - May 2019.

miw.co.uk

Fountain usage

MIW worked in partnership with #OneLess and the Mayor of London to install London’s first network of 28 drinking fountains in 2018. Data from just 23 of these fountains shows refilling has replaced the equivalent of over 525,000 single-use water bottles, an average of around 26,000 a month. One fountain in Carnaby Street averaged a usage rate of refilling 1,000 bottles a week in the summer of 2019.

Expanding drinking fountain infrastructure across the UK

MIW has already supplied 7,000 fountains and refill stations across the UK as of 2019, including 400 fountains in the first five months of 2019 alone. The company has seen a three-fold increase in sales for drinking fountains in the past three years.

Reducing plastic use associated with drinking fountains

As part of MIW’s commitment to the #OneLess pioneer network, in August 2019, MIW stopped selling single-use plastic cups, and offered a PLA (Polylactic acid) replacement. With an average 60 boxes of 2,000 cups sold every week, over 6 million plastic cups a year have been eliminated. The company has also invested in a new fountain model with a stainless-steel body rather than plastic, while the MIW team avoid purchasing plastic milk bottles in the workplace and at home, switching to glass products.

6 million PET plastic cups eliminated from the business a year

What’s next

MIW is supplying 100 further fountains in London with the Mayor of London and Thames Water. MIW is also looking to develop a formal sustainability plan, that will include an audit of plastic usage within the company to identify further areas where single-use plastic can be eliminated.

Key opportunity

Customer feedback has enabled MIW to quickly adapt to market demands, tailoring its catalogue to incorporate ‘inclusive’ units designed to accommodate special needs, high-capacity units, and durable, rapid-use fountains designed for the public transport sector.