



# MIW Water Cooler Experts

\*Joined the #OneLess pioneer network in Nov 2018

**MIW**  
WATER COOLER EXPERTS  
*Hydrating the Nation*



(c) Scottish Water

## At a glance

MIW Water Cooler Experts is a water cooler and fountain supplier company based in Durham, United Kingdom. The company employees 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](http://miw.co.uk)

## Expanded 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.

## 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.

525,000 a year – the equivalent number of single-use water bottles (500ml) replaced by refilling at 23 #OneLess fountains

**525,000**  
BOTTLES A YEAR

**26,000**  
BOTTLES A MONTH

26,000 a month – equivalent number of bottles refilled monthly from 23 fountains

## 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 on 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

**6**  
MILLION A YEAR

“Initially there might be resistance and nervousness from certain organisations when considering an outdoor fountain or refill station. But the UK has some of the best drinking water in the world. Once fountain installations have taken place, that initial fear goes away. We are facilitating that culture change.”

## 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.

## 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.

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