

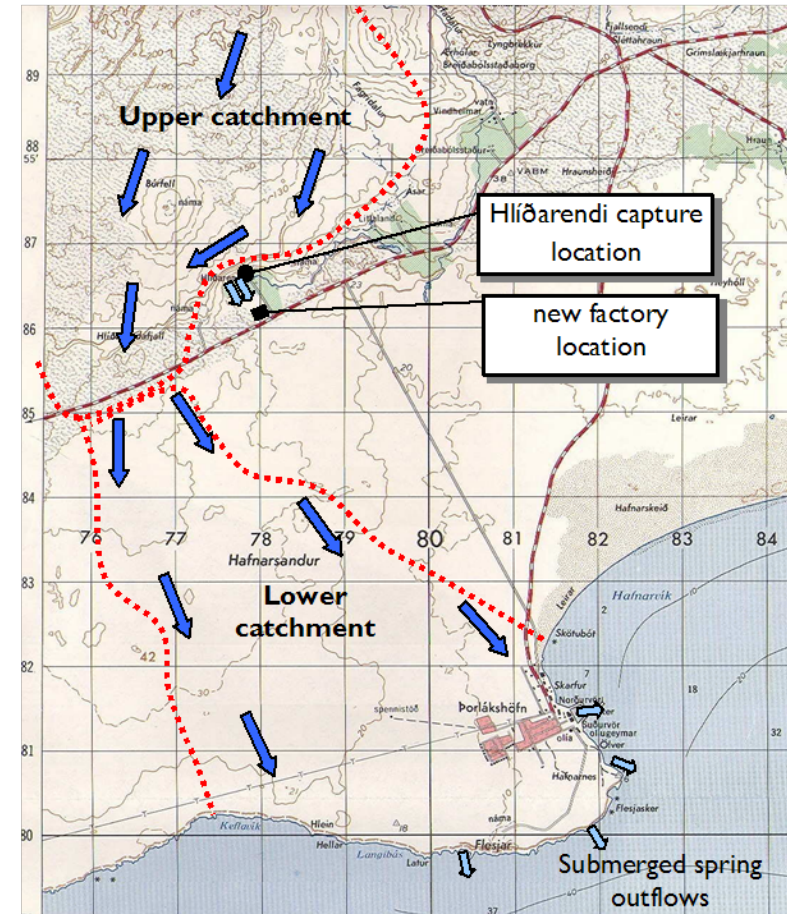
# Icelandic Glacial is from a Certifiably Sustainable Source

## Sustainable (definition)

1. Capable of being maintained at length without interruption, weakening, or loss in power or quality.
2. Of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged

Icelandic Water Holdings ehf  
Hlíðarenda  
801 Selfoss  
Iceland

1. Icelandic Glacial water is taken from the Hlíðarendi Spring. The company does not pump water, but collects that which flows naturally to the ground surface.
2. The Hlíðarendi Spring is part of the Ölfus Spring System.
3. ISOR (Iceland Geological Survey) has estimated that the Ölfus outflow is about 10 m<sup>3</sup>/sec or more than 300 billion litres per year.
4. This outflow is replenished year on year by infiltration of rainfall and snow melt over perhaps 300 km<sup>2</sup> of uninhabited lava fields.
5. The mid-term projections of Icelandic Water Holdings are for 300 million litres of production per year, or 0.1% of the total spring flow.
6. Hlíðarendi spring capture structure diverts about 50 litres per sec or 0.5% of the total spring flow (which represents 1.5 billion litres per year).
7. 99% of the Ölfus flow discharges to the sea below mean sea level. The only outflow to surface water is at Hlíðarendi, where a pond collects spring discharges which then flow for some 2km before disappearing underground. It is from this system that the Icelandic Glacial water is abstracted.
8. This small Hlíðarendi surface water system is protected by making up the abstracted water with water from a nearby aquifer.
9. At the World Water Forum, March 2009, Istanbul plans were set out for creating a “Sustainable Water” certification scheme. Global standards should be in place by 2011.
10. Zenith International has been evaluating the spring system since 2005. As the leading hydrogeological consultant to the global beverage industry, we can declare that the source of Icelandic Glacial water meets all hydrological criteria for sustainability and will in our opinion fully meet certification requirements when they are published.



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specialist consultants to the food and drink industries worldwide