



# Tappwater

**Unmasking the Bottled Water Illusion:  
The Hidden Costs and the Healthier,  
Economical Alternatives in Malta**



20th November 2023

<https://tappwater.mt/blogs/news/unmasking-the-bottled-water-illusion-the-hidden-costs-and-the-healthier-economical-alternatives-in-malta>

## Unmasking the Bottled Water Illusion

1. “Free” actually costs €1.47 that you could spend on food (6 pack price of 12 litres at 0.13c a litre)
2. Malta ranked 3rd in per capita bottle consumption - why?
3. Promoted as “fresh” - what about storage & handling?
4. Is “Mineral water” any better than Malta tap water?
5. Chemical leeching - what is the danger?
6. Microplastics - a new developing field of concern
7. Most Malta brands are filtered tap water!
8. The tap water inside a 2L bottle is worth €1.6625 per 1,000 Litres = 0.003325c and you pay €0.25 to 0.50c
9. Plastic bottles are not sustainable, environmentally friendly or a good idea
10. Tap water in Malta is drinkable, the supply is trustworthy, cheaper and sustainable - with a little help



# FREE Water

## Spend €30 get 200 Points for 1 pack of 6 bottles 2L water

684 points is €5

So  $684/200*5$  is €1.47 that is what a 6 pack costs you

Packs per week	Annual Cost
1	€76.96
2	€153.92
3	€230.88
4	€307.84

An annual pack of TAPP Water Filter Refills costs less than 1 pack of “FREE water”

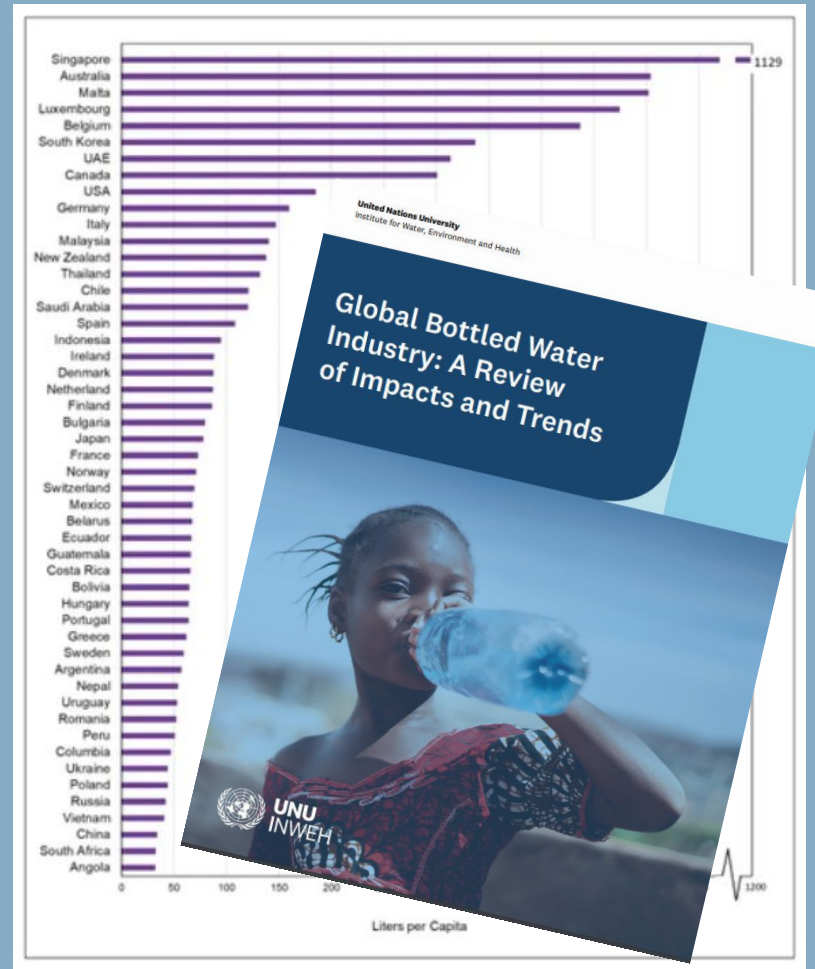
**“FREE”  
Water is  
not free**

# Maltas per capita bottled water consumption

Malta ranks 3rd in the world for per capita plastic bottled drinking water consumption

Why?

<https://inweh.unu.edu/global-bottled-water-industry-a-review-of-impacts-and-trends/>

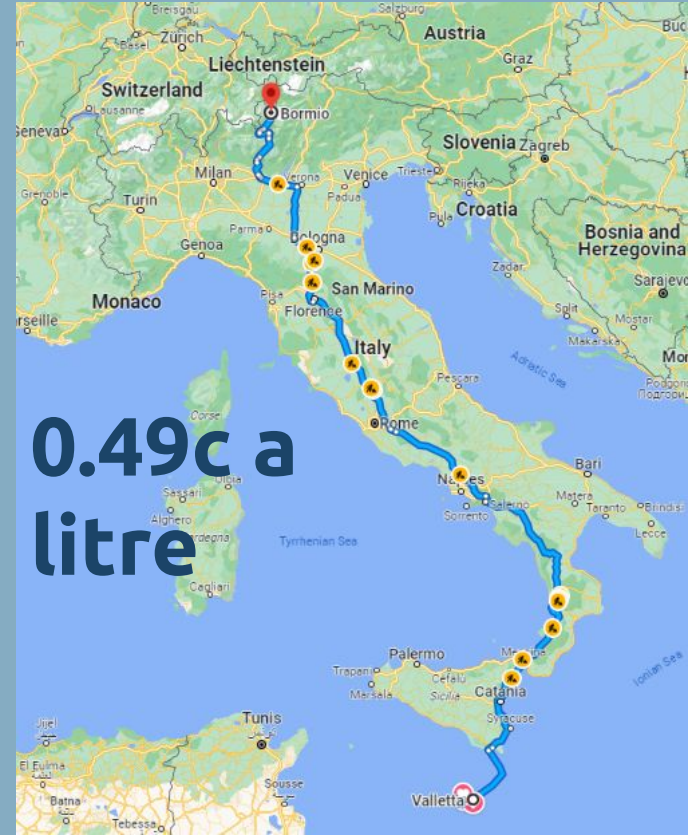


1,730 KM Later

## How does transport, storage and handling affect bottled water quality?

XXXXXX mineral water is born in the heart of the Central Alps, in a protected and uncontaminated area on the western edge of the Stelvio Natural Park, in the Valtellina territory of the ancient county of Bormio. The main feeding of the hydrogeological basin takes place from the eastern edge of the Mountain Group of Cima Piazzzi, one of the last surviving glaciers in the Italian Alps, to then spring from high-altitude springs, in a recognized and renowned area.

Did you have see packs of water in the heat outside in Malta & wonder if it is ok?



## Is “mineral water” any better than Malta tap water?

Conductivity	186 $\mu$ S/cm
Calcium	11.75mg/L
Sodium	27.2mg/L
Magnesium	1.7mg/L
Potassium	4.7mg/L

0.02c a litre

ANALISI CHIMICA E FISICO-CHIMICA- UNIVERSITÀ DEGLI STUDI DI PAVIA

Temperature dell'acqua alla sorgente	5,3°C
pH alla temperatura dell'acqua alla sorgente	7,8
Conducibilità elettrica specifica a 20°C	130 $\mu$ S/cm
RESIDUO FISSO a 180° C	83,0 mg/L
DUREZZA °f	6,1
Anidride Carbonica libera alla sorgente	2,6 mg/L

ELEMENTI CARATTERIZZANTI IN mg/L

Calcio	Ca <sup>2+</sup>	22,2	Magnesio	Mg <sup>2+</sup>	1,6
Sodio	Na <sup>+</sup>	2,0	Potassio	K <sup>+</sup>	1,5
Silice	SiO <sub>2</sub>	5,8	Solfati	SO <sub>4</sub> <sup>2-</sup>	19,9
Nitrati	NO <sub>3</sub> <sup>-</sup>	1,2	Nitriti	NO <sub>2</sub> <sup>-</sup>	<0,002
Bicarbonati	HCO <sub>3</sub> <sup>-</sup>	55,8	Fluoruri	F	0,2

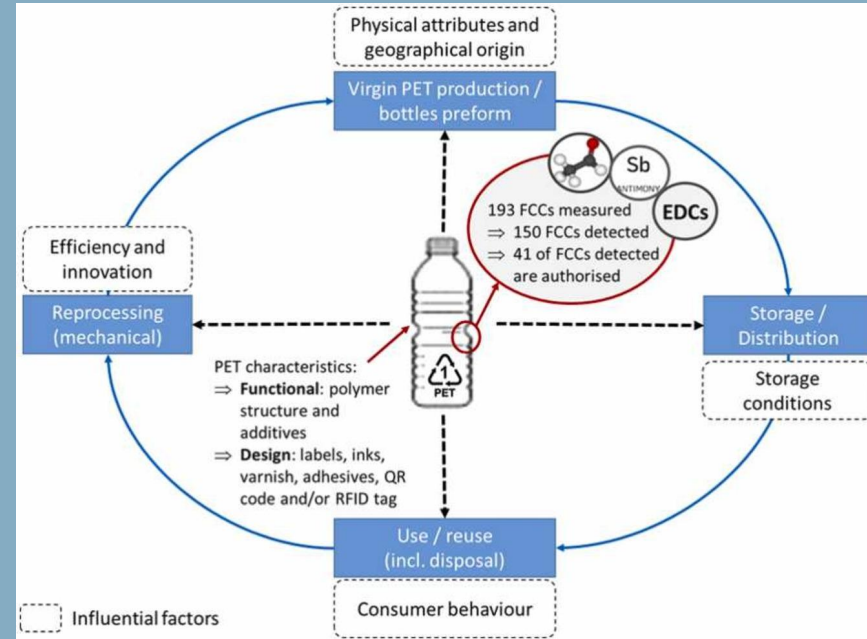
Pavia, 1 settembre 2022

0.49c a litre

## Unpacking the complexity of the PET drink bottles value chain: A chemicals perspective

A May 2022 report found that the dangers are higher with rePET (Recycled PET) than the already present danger with PET plastic drinking bottles.....The research focussed on FCC's so Food Contact Chemicals that leach into the water from PET plastic water bottles and this builds on the increasing evidence over the dangers of microplastics that have also been found in drinking water bottles and then in human blood..... Over 150 chemicals were found leeching into drinks from the plastic bottles with 18 of these chemicals exceeding the levels allowed in regulations.

<https://www.sciencedirect.com/science/article/pii/S0304389422001984>





## Microplastics with every twist of the lid

When you drink from a plastic water bottle, you could be exposing yourself to tiny, potentially harmful plastic particles known as microplastics. And the biggest source of your exposure to these microplastics could be the screw cap rather than the bottle itself.

That's the conclusion of a peer-reviewed study published in the *Journal of Water and Health*, which found the repeated motion of screwing a cap on and off the bottle creates friction that generates a significant amount of microplastics, which then end up in the water you drink. Each twist can produce about 500 microplastic particles, the study found.

<https://www.ewg.org/news-insights/news/2023/10/whats-your-water-bottle-concerns-about-microplastics-caps>





# Oh good - it's filtered tap water

## Paid Tap water V Free Groundwater

“Water derived from the drinking water supply which is used in [redacted] also goes through an extensive filtering, purification and treatment regime so as to meet the strict product water specifications necessary to meet the Group’s premium quality standards. “

[https://www.maltatoday.com.mt/news/national/125450/we\\_do\\_not\\_use\\_free\\_groundwater\\_\\_farsons](https://www.maltatoday.com.mt/news/national/125450/we_do_not_use_free_groundwater__farsons)


**maltatoday** HOME NEWS BUSINESS SPORTS ARTS COMMENT VIDEO ARCHIVES *Gourmet* Q DIGITAL PAPER


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News / National

### 'We do not use free groundwater' - [redacted]

[redacted] declares that all the water it uses to produce drinks is sourced from the Water Services Corporation and paid for at tariffs set by the public utility company in its reaction to a MaltaToday article on a draft plan proposing a pricing policy for groundwater



  
12 October 2023, 4:09pm  
by **James Debono**  
2 min read

# 0.003325c of water in every 2L

It's magic



<https://drinkflowater.com/the-real-cost-of-bottled-water-2/>



# 15 ways plastic bottles pollute our planet

- It takes 3x the amount of water to make a plastic bottle than there is inside
- It takes 1,000 years for a plastic bottle to decompose
- Decomposition leaches contaminants into the environment
- It's all about oil!

## Plastic Water Bottle Pollution: Where Do All The Bottles End Up?



<https://healthyhumanlife.com/blogs/news/plastic-water-bottle-pollution-plastic-bottles-end>

It's magic too!

## Drink filtered tap water at home

- Government Grant 40%
- No more BCRS
- Pays for itself quickly
- Save time
- Eco-friendly
- Easier too
- Start from €59
- Filters are €59 year
- Great taste guaranteed





# Tappwater

[www.tappwater.mt](http://www.tappwater.mt)

+356 99866142

Hello@tappwater.mt