



CASE STUDY

ATLANTA BOTANICAL GARDEN
GOES GREENER

 **BRITA**[®]
HYDRATION STATION[®]

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ATLANTA BOTANICAL GARDEN GOES GREENER

Atlanta, Georgia

BACKGROUND

For 35 years, the Atlanta Botanical Garden has nurtured amazing plant collections for research, conservation and enjoyment. The gardens, exhibitions, botanical libraries, workshops and classes draw more than 300,000 visitors every year. With a sustainability committee implementing green initiatives, the Garden strives to be as ecologically responsible as possible.

OBJECTIVE

Christy Jellets, facilities manager at the Atlanta Botanical Garden, had pledged to reduce or eliminate the use of disposable plastic cups and was looking for a cost-effective way to reinforce that commitment. She wanted to send a message of sustainability to the Garden's visitors by encouraging the use of reusable water bottles via the addition of a complimentary water dispenser.

SOLUTION

Jellets discovered the Brita® Hydration Station® at a tradeshow and reached out to the local authorized representative. Though she had seen similar products previously, neither the timing nor the aesthetics was right. The slim Brita® Hydration Station®, with its efficient, clean design, was the ideal solution.

Installation in a café dining area gives visitors ample opportunity to see and use the unit during the course of their visit at the Garden. In addition, the product offers easy installation to existing tap water lines and produces filtered water on demand while supporting the local municipal water. Accompanying signage near the unit explains the Garden's sustainability goals and also informs guests of where they may purchase reusable bottles to fill.

RESULTS

Initially, there was hesitation that the availability of fresh, filtered water would decrease water bottle revenues at the nearby café. But because of the popularity of the Brita® Hydration Station®, an increase in reusable bottle sales helps offset any potential losses. Visitors aren't the only ones frequently utilizing the new unit, "We now see gardeners refilling water bottles when they are in the area!" stated Ms. Jellets. The Brita® Hydration Station® is an ideal addition to the facility's many green initiatives, which include its organic café, on-site recycling and composting, and "low-hanging fruit" projects.

ABOUT BRITA® HYDRATION STATION®

Brita® Hydration Stations® offer users the benefits of great-tasting, Brita® filtered water at a variety of away-from-home locations without the waste and cost of bottled water. The multiple product options transform regular tap water into healthier* drinking water using a certified advanced filtration system. Brita® Hydration Stations® are certified to NSF/ANSI Standards 42 & 53 for the reduction of chlorine (taste and odor), lead, and remove 99.99% of cysts.

*Certified to reduce Lead & Cysts. Substances reduced may not be in all users' water.

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