

**WATER IS KEY TO
PERFORMANCE. DO
YOU MAKE SURE TO
STAY HYDRATED
AT WORK?**



WITH BRITA PROFESSIONAL.

Discover the BRITA tips and tricks for hydration
at the office in this [whitepaper](#).



THINK YOUR WATER

THE IMPORTANCE OF HYDRATION IN THE WORKPLACE.



It is 10 am, and the workplace is a hive of activity. From the boardroom to the shop floor, and from offices to canteens, employees are immersed in their tasks. But amidst the daily hustle and bustle, it is important to ensure a positive working environment - and that includes a workplace culture that promotes healthy hydration.

A full-time employee typically spends some forty hours a week at work. It is a given that they need access to drinking water – however, two trends are giving the issue a higher profile. Firstly, companies are placing ever greater emphasis on staff recruitment and retention, and on valuing employees as individuals. This means taking their personal needs and wants into greater consideration, and making the workplace more attractive and enjoyable.

At the same time, there is growing awareness of the importance of hydration. Not only does drinking an adequate amount of water throughout the day improve health – it can have a positive impact on mood, memory, concentration and more¹. With this in mind, many businesses now ensure a supply of clean, great-tasting water is readily available.

Hydration is not always that simple

Staying hydrated at work is not as easy as it sounds: employees are often preoccupied and simply forget. Certain conditions may make it difficult to hydrate regularly, or increase the amount people need to drink. For example, some tasks require greater physical exertion, which in turn speeds up perspiration. Moreover, even something as simple as air conditioning can reduce ambient humidity, and accelerate moisture loss through respiration.¹

But just how much water does a person actually need to drink? The European Food Safety Authority recommends a

EMPLOYEES ARE OFTEN PREOCCUPIED AND SIMPLY FORGET.

daily intake of 2.5 litres for men and 2.0 litres for women – simply to make up for water loss through normal bodily functions. Ideally, 20 to 30 per cent of this amount comes from food, and the remaining 70 to 80 per cent from drinks.¹ And while a variety of beverages, such as juices and coffees, contribute to hydration, water has the distinction of being calorie-, sugar-, fat- and caffeine-free.

Adequate hydration offers a wealth of benefits. After all, people are some 60 per cent water by weight.¹

So, understandably, H₂O plays a key role in regulating body temperature. What's more, it is vital to maintaining optimal blood sugar levels, helps flush out waste and toxins – and improves memory and the ability to focus. Meanwhile, even mild dehydration can impair physiological and cognitive performance, e.g. reducing alertness and leading to fatigue and headaches.¹

Busting myths about mains water

Companies looking to supply their employees with drinking water seem willing to spend an exorbitant amount of money on bottles – especially given the fact that they have clean water from their taps. Yet many of the most common justifications, for example, that bottled water is of higher quality and better taste, fail to hold up to closer investigation.

The mains is a safe source of high-quality H₂O. In fact, drinking water is one of the most highly controlled foodstuffs.² It is subject to strict testing – often to a greater extent than mineral water.³ The EU, for instance, has a Drinking Water Directive (98/83/EC) mandating minimum standards water must meet to be fit for human consumption. These are based on World Health Organisation (WHO) guidelines and the advice of the European Commission's Scientific Advisory Committee, and include an array of microbiological, chemical and other parameters. A synthesis

FACTS ABOUT WATER

71%



of the Earth's surface is covered by water

0,3%

of Earth's water is potable water

2,5%

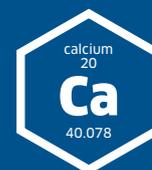


of freshwater is locked in the polar ice caps and glaciers and not readily available for human use

496.000 km³



of water are evaporated by the action of sun and wind annually, and return to the oceans and land as precipitation



As water seeps through rock strata, it is enriched with minerals and trace elements



report for the 2008–2010 period found that water quality in the EU as a whole is very good, and that member states' compliance with stipulations was upwards of 99 per cent.² Furthermore, drinking mains water does not mean compromising on taste or choice. Various point-of-use dispensers provide still, sparkling and semi-sparkling,

DRINKING WATER IS ONE OF THE MOST HIGHLY CONTROLLED FOODSTUFFS.

and chilled, unchilled or even heated water – perfect for a rejuvenating cup of tea.

Moreover, they reduce any unwanted elements, including chlorine or organic compounds that could have a negative impact on taste.

Finally, some people claim that drinking tap water several times a day could become monotonous – which brings us to a further misconception: that caffeinated drinks increase the risk of dehydration. Billions of cups of coffee and tea are consumed every day, and while these beverages have a mild diuretic effect, more fluid is gained than lost. In other words, health-conscious tea-lovers who want to take advantage of water dispensers can rejoice: their cuppa will contribute to hydration.

Promoting healthy habits: mains-fed water dispensers

Against this background, it is clear that adequate hydration in the workplace is important – and possible. But how can it be best promoted? People often rely on feeling thirsty before deciding to take a drink – but in actuality, they may be dehydrated long before that physical sensation kicks in. Employers should therefore encourage more proactive

PEOPLE OFTEN RELY ON FEELING THIRSTY BEFORE DECIDING TO TAKE A DRINK.

behaviours: they should supply water, ensure it is accessible, and provide suitable cups or bottles. And they should even

go a step further: it is important to raise awareness of this resource, and of the value of staying hydrated.

In this context, point-of-use dispensers are an excellent solution. Not only are they highly convenient – employees can top up whenever they like – but many units offer a variety of attractive functions. For example, employees can choose whether or not their water is carbonated, and chilled or heated, in line with their specific preferences. Furthermore, these systems can be deployed virtually anywhere where there is a mains connection – in cafeterias, offices, conference rooms, factories and many other

environments. Additionally, water dispensers can be combined with high-quality reusable bottles and various accessories for an end-to-end hydration solution.

Raise a glass to the benefits

First and foremost, hydration in the workplace is about employee well-being. The versatility and convenience of a water dispenser system makes working environments more attractive. But in addition to the physical and cognitive benefits of drinking water, such solutions can be eco-friendly and cost-efficient, and strengthen corporate identity and image.

The environmental benefits can be substantial. Water dispensers eliminate the waste associated with manufacturing, treating, transporting and disposing of plastic bottles. In fact, a company with a headcount of 100 could reduce waste by an impressive 506 kg per year, simply by switching from bottled water to dispensers and reusable glasses.⁴

Adopting sustainable practices, including waste avoidance, can boost morale, and is good for a company's image. In addition, it can be a way to improve customer service and satisfaction: e.g. water dispensers enable businesses to

WATER DISPENSERS ENABLE BUSINESSES TO OFFER GUESTS FRESH, FILTERED WATER RIGHT FROM THE SOURCE.

offer guests fresh, filtered water right from point of use. Plus, branding on glass

or reusable bottles strengthens corporate identity. That makes hydration solutions for the workplace all the more attractive.

Sources

¹ Hydration in the Workplace, National Hydration Council, 2016

² Synthesis Report on the Quality of Drinking Water in the EU Examining the Member States' Reports for the Period 2008-2010 under Directive 98/83/EC, European Commission, 2014

³ The Great Water Check, Stiftung Warentest, 2016 (in German only)

⁴ Guide to Avoiding Waste at Local Authority Level, Bavarian State Ministry, 2016 (in German only)

TRUE OR FALSE

Answers on the benefits of hydration.

Drinking while eating upsets digestion.

FALSE

This makes it possible, conversely, to meet our hydration requirements.



Water aids weight loss.

TRUE

When drinking water before each meal, fewer calories are consumed during the meal, which boosts weight loss.

Eating contributes to hydration.

TRUE

Food accounts for 20 to 30% of water intake, and drinks for 70 to 80%.



BRITA dispenser reduces environmental impact.

TRUE

By maximizing the water already present on the premises, your company reduces its environmental impact from the production, transport and treatment of plastic waste generated by water bottles.

Water enables the regulation of blood sugar levels.

TRUE

Blood sugar levels play an important role in our health and general well-being. It is therefore essential to control our sugar levels by drinking a lot of water.



Sugary drinks are dehydrating.

FALSE

All drinks help with hydration. But be aware that sugary drinks contain calories.



The body does not eliminate water if we do not do any physical activity.

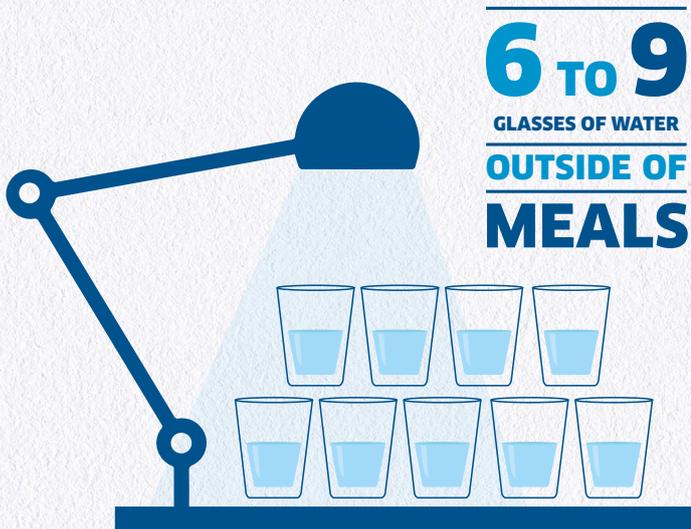
FALSE

The body eliminates between 2 and 2.5 L of water through respiration, perspiration and urine. To maintain a state of general wellbeing, it is essential to compensate for these losses by regular hydration.

WHY STAY HYDRATED?

We spend 60% of our time at our workplace, and drinking 6 to 9 glasses of water outside of meals is recommended.

Yet, at work, we are often preoccupied and forget to drink regularly. Staying hydrated protects your health, but not only that!



To promote brain function and mood

The brain is composed of 85% water, which allows it to function better.

Dehydration can impact cognitive functions and mood, which can foster a state of fatigue, headaches, loss of memory or concentration. It is therefore essential to drink lots of water.

**THE BRAIN
CONTAINS
85%
WATER**



To detoxify the body

Our body is often exposed to toxins which come from our environment. In order to eliminate them, it is necessary to drain them from our body and the best way to boost this drainage is to drink water.

To regulate body temperature

The normal body temperature for humans is about 37 °C, with mild variations during the day depending on activity. Water helps to maintain a constant temperature and to keep our body hydrated, which is essential for the majority of our organs, especially the lungs, which have to maintain a high rate of humidity to be well oxygenated.

TRICKS FOR GOOD HYDRATION

throughout the day

1 Define your daily requirements

Some recommendations set the daily requirement at 1.5 L per day. In reality, water requirements depend on a number of factors, such as the climate, your level of physical activity and even your state of health. The daily water requirement therefore can reach 2.5 L per day, depending on the season.



2 Drink before feeling thirsty

The sensation of thirst is an alarm signal from our body:

if you feel thirsty, you might already be dehydrated. Therefore, it is important to drink small quantities of water regularly. To do this, create a daily rhythm: for example, drink one glass of water every 2 hours, and 1 or 2 glasses during each meal.

3 Always have water to hand

At work, we often forget to drink. **Create habits:** each morning, go to the dispenser, pour yourself a glass, and keep it to hand. You can also choose a reusable bottle, such as the BRITA Wave bottle, that you can refill regularly. These tricks allow you to keep hydrated without realizing it. Researchers have shown that it takes 21 days to form a new habit, so the daily goal of staying hydrated can easily and naturally be reached. Get into the habit of having a bottle of water to hand, during your meetings, your travel, your meals.

4 Drink water in different forms

Vary your enjoyment and savour teas, coffees, sparkling and flavoured water. You will thus benefit from the hydrating power of water and the stimulating effect of hot drinks. Sparkling water also offers some benefits: Besides digestive properties it contains bicarbonates which help fight against acidity produced by digestion or muscular effort. Sparkling water is a true ally in the attempt to improve well-being.



THE BRITA HYDRATION SOLUTIONS FOR YOUR ENTERPRISE



A complete, environmentally responsible solution: Dispensers in combination with attractive, personalisable bottles.

We offer a broad range of mains-fed water dispensers – combining outstanding design with outstanding technology. So you will find exactly what you need, with the right capacity, for your organisation. Moreover, you can combine the dispenser with an attractive bottle, featuring your logo, to create a complete and customised solution. The result is your very own source of water, with an attractive look and feel – a visible symbol of your high standards.



VIVREAU Bottler

High performance bottling concept for hospitality areas.



VIVREAU ViTap

Multifunctional Tap with unique Premium Design – ideal for teakitchens and buffets.

OUR SOLUTIONS



VIVREAU Sodamaster

Multitalent with hygiene-plus – also available as countertop.

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BRITA's mains-fed dispensers eliminate the waste and CO₂ emissions associated with buying, transporting, and storing bottled water. Moreover, they reduce the number of plastic containers that have to be manufactured, conserving precious natural resources – and shrinking your ecological footprint even further.