Philosophy
The meaning of the word Antipodes is at the very heart of their water – it is quite literally poles apart. Prior to Antipodes, most of the bottled water on the tables of New Zealand’s best restaurants came from Europe. That got Antipodes thinking, why are we taking water from some of the most intensely industrialized land on earth and shipping it all the way to one of the world’s purest sources of water? They thought it was time some water started moving in the opposite direction.

Antipodes’ second point of difference is the way their water looks. They wanted to be the opposite of “look at me”. They didn’t want Antipodes to dominate the table with height or strongly colored glass. Their desire was to compliment the finest table settings and the finest of food with cool, clean simplicity that enhanced not only what’s inside the bottle but also what’s surrounding it.

The Water
New Zealand Water is across the board renowned for its purity. Antipodes is sourced from a deep aquifer of 490 – 985 feet. To quote the Geohydrological Assessment of the BOPRC Technical Publication No.2, 1998: “The groundwater of the Aquifer, as represented by the water from the Bore No 932 (Antipodes) is of very high quality. It has been recognized as the deepest, highest quality groundwater in New Zealand.”

Strategy
The philosophy behind the Antipodes Water Company is a simple one. To produce the world’s best water, from the world’s purest country. In striving to meet this mandate it became clear that within this philosophy is an in-built ethical requirement to ensure that they preserve the environment that is supplying them with this product.

This train of thought set the search in progress to find a way to measure their carbon footprint. As Antipodes was the first premium bottled water company in the world to attempt this they realized early that they would need guidance in the form of the carboNZero program. Landcare Research NZ, helped Antipodes through the initial stages of measurement, and then assisted them in creating a management plan with a view to the expected growth of the company. Finally they facilitated the purchase of EBEX21 carbon credits to offset the company’s remaining emissions.
As the company has plans to make additional growth offshore in the next 5 years they are now working with carboNZero on a plan that will allow Antipodes to not only be carbon neutral to any dining room table, anywhere in the world (as of 07/08 financial year), but carbon positive through the development of a wetland and native forest re-planting project on the site of their bottling facility.

To reduce our footprint Antipodes has put in place various practices and targets. Since they were in the process of building a state of the art bottling facility to meet export demand it made sense to build into this facility some carbon reduction features such as the inclusion of solar paneling to provide heating, the re-use of rinse water (pure bore water) to re-charge the wetland project and any runoff water to be used for grey-water purposes. Additionally, a personal project of Simon Woolley (owner & CEO) was the re-planting of a native Kahikatea forest around the wetland project.

As the offshore sales grow, so do the air miles to service Antipodes offshore markets. In an effort to combat these, Antipodes made the decision to place a permanent staff member in each major region to reduce the travel from NZ. They are also upgrading all laptops to those fitted with video conferencing capabilities in an effort to reduce travel for face to face meetings; the flow on effect being that these units are more energy efficient. On the domestic front Antipodes has started to purchase a small fleet of efficient diesel powered vehicles for the travelling sales team to help reduce their emissions contribution. Internally the staff has taken it upon themselves to work towards a paperless office, introducing electronic document management systems in both the bottling facility and the distribution/head office unit and all areas now have designated recycling bins for paper, plastics and glass.