

**CASE STUDY: HOW NORDAQ'S
PARTNERSHIP WITH CELLI ASIA
ELIMINATES MILLIONS OF
SINGLE-USE PLASTIC BOTTLES
FROM RESTAURANTS & HOTELS
ACROSS SOUTH EAST ASIA**



SITUATION

Nordaq offers premium water filtration solutions for restaurants, hotels and offices. Local tap water is filtered on site through the patented Nordaq filter, removing impurities and unwanted flavours while retaining the natural salts and minerals of the water.

On top of providing excellent water filters, Nordaq offers complete solutions to HoReCa & offices. By packaging their services with water dispensers to deliver different types of filtered water, as well as sophisticated refillable glass bottles to serve the water in, they remove any need for plastic bottles.

The company caters to 181 Michelin Star restaurants globally. One of the biggest challenges when Nordaq decided to enter the South East Asian market was to find a reliable water dispenser manufacturer and supplier. The issue when operating in Asia, specifically South East Asia is to have a wide range of sturdy, innovative & design focused equipment available.



When we came to South East Asia from Europe, many suppliers didn't have a presence in Asia. Celli has a local presence & versatile designs, which makes them the most suitable supplier for us.

- Peter Ulrich, Director for Porla Pte Ltd. Distributor for Nordaq in Singapore, Hong Kong and Thailand



Bottled water requires up to 2,000 times the energy used to produce filtered water.

SOLUTION: CUSTOMIZABLE & RELIABLE EQUIPMENT WITH REAL TIME SUPPORT

Nordaq offers drinking water solutions to different types of establishments such as restaurants, hotels and offices. Celli Asia helps Nordaq customize equipment based on different capacity and design needs for each establishment.

Celli Asia provides an extensive range of sturdy machines and is available to assist with any technical challenges in the same time zone which helped Nordaq expand across South East Asia faster and more smoothly. As a consequence, Nordaq, together with Celli Asia, contribute massively to the elimination of millions of single-use plastic bottles while delivering superior quality water.

RESULTS

Today, premium filtered water is served straight out of the tap in elegant, refillable Nordaq bottles and is available in over 200 restaurants and hotels across Singapore, Hong Kong and Thailand. In 2020 alone, over 4.5 mln litres of cold, sparkling and hot water was filtered and dispensed, equalling to 4.5 to 6mln single-use bottles.

Ready to do away with single-use plastic bottles? Get in touch to get the water flowing!

4.5L million



Nordaq filtered water dispensed via Celli machines in 2020

4.5-6 million



Single-use plastic bottles in 2020 avoided

200



Hotels and restaurants catered to in South East Asia

We wanted to work with European equipment simply because European manufacturers are obliged to be certified and maintain certain standards. Celli is a global reputable brand with high-quality standards and a strong commitment to sustainability. Their presence in Asia and their ability to offer stock and support locally made them our perfect partner for growth.

- Peter Ulrich, Director for Porla Pte Ltd. Distributor for Nordaq in Singapore, Hong Kong and Thailand