



Why Water Matters for retailers



Why water matters

Retailing today is all about customer experience. And that experience should be memorable – for the right reasons.

Whether it's online or in-store, people want to find their purchases through an experience that is pleasant, fun and efficient. Think about what they have when they're at home: a seat; comfort; and maybe a refreshing drink to hand.

Retailers looking to entice customers into a high street store should be offering all that – and more. High-tech, experiential events are great. But often there is a simpler answer: offer thirst-quenching water to keep them shopping in your outlet.

Scientists say that a loss of 1% of body mass due to dehydration can impair performance. A customer who is wilting due to dehydration won't be in the mood to shop. So, keep them in-store and interested with a free glass of water and the opportunity to refill reusable bottles for those avoiding single-use plastics.

What's the best means of providing hydration?

Water coolers are the best choice. They are cost-effective to run and sustainable too. Calorie-free water is healthy and so promotes subliminal, positive messages across an array of retail outlets or departments especially beauty and wellbeing, sportswear and athleisure, foods, toys, eyewear or fashion.

Why water coolers?

Water coolers are a good choice as they offer chilled, convenient and delicious water wherever you wish to place them. They are safe, hygienic, cost-effective and convenient. If you keep the customer in your store for longer, they may buy more.

What's best – a mains-fed or bottled water cooler?

Whether you choose a bottled water cooler or a mains-fed unit will depend on your store and its layout.

There are two things to consider when choosing a water cooler. Firstly, safety and hygiene are paramount. To have a guarantee of excellent standards, make sure you use a member of the trade association, the Water Dispenser & Hydration Association (WHA).

Secondly, you need to decide which type of cooler you want. There are two main types:

- bottled water coolers; and
- mains-fed coolers.

If you want to be able to plug-in the machine or machines wherever is convenient, and you have suitable cool, dark space to store a supply of bottles, a bottled water cooler is ideal. Our members can also brief your staff on the safe, ergonomic and hygienic way to change the bottles.

“ Calorie-free water is healthy and so promotes subliminal, positive messages. ”

“ Water coolers are safe, hygienic, cost-effective and convenient. ”



If, on the other hand, you have a readily accessible source of mains water and limited storage space for containers, then a mains-fed cooler may be more convenient.

Your chosen supplier will be able to offer guidance on which machines will be suitable. A mix of the two types may be useful and most WHA suppliers can offer both options.

All equipment is PAT tested prior to delivery, so you can be reassured of compliance.

Not all water coolers are equal

Whichever style of water cooler you choose, make sure of one thing. Choose a supplier that is a member of the Water Dispenser & Hydration Association. Known as the WHA, the Association is the leading trade body ensuring standards of safety and hygiene that are at the top of their class. WHA members must stick to strict Codes of Practice and good conduct and are rigorously audited every year. By dealing with a WHA member you know you are getting the best. Visit <https://twha.co.uk/find-a-member> to check who to do business with.

The sustainable choice

Water coolers are the sustainable choice for hydration. Bottled water coolers are highly sustainable: bottles are collected, cleansed and reused 40-50 times before being safely recycled. Mains-fed coolers, of course, use water from the mains water supply. In addition, many WHA members follow the '5 for 5 Sustainability Pledge' to ensure they are even more sustainable and follow best practice. For details visit our website.

Further information

For more information visit www.twha.co.uk

Healthy Hydration Chart

There's one easy way to know if you are properly hydrated – check the colour of your urine against our 'pee chart'. Pale is good; dark urine means you could be in need of fluid. And if you find you are dehydrated, here's an easy way to rehydrate healthily: head straight to that water cooler... simple.

well hydrated

Your urine is an ideal, pale straw colour. Keep up the good work.

You're okay but you could do with a small glass of water now.

You may be a little dehydrated. Drink a couple of glasses of water now.

You need to drink about up to half litre of water right now.

Not good! You are dehydrated and may have a headache. Drink a litre of water.

poorly hydrated

Note: if your urine is even darker than this and or red/dark brown then dehydration may not be the problem. Seek medical advice.



Water Dispenser &
Hydration Association

QUALITY • TRUST • STANDARDS

Choose a WHA member –
for hydration you can trust
www.twha.co.uk

Disclaimer: the information given here is for guidance only. If in doubt about your health seek attention from a medical professional.