



Seryab – the premium mineral water of Russian origin

The water

Seryab is a natural mineral water from a pristine source located in central Russia where bottling started in spring 2010. The word Seryab (Серябъ in Cyrillic, if your system supports Cyrillic fonts) is a fantasy derivation from the Russian word for ‘silver’. Use of silver in conjunction with water has been practised since as early as the Romans and still carries great cultural meaning today. In appreciation of this heritage, Seryab flows through a silver filter before being bottled.

The package

The distinctive package for Seryab is an in-house development. There isn't a single source of inspiration for the pack – in fact, we wanted to avoid any obvious and literal associations in order to create a *sculpture*-like vessel which creates its own metaphors. We heard people describing their associations of the bottle with cut crystal, carved silver, glacial ice and sea wake, the truth is though that it is an abstract creation.

Our ambition in creating the package was to break outside the industry conventions – in terms of shape, appearance and decoration – in order to deliver a visually arresting, unique consumer experience. Consumers are beginning to appreciate high-quality water as a luxury as well as daily necessity, and we wanted to create a serving experience to suit that. Innovative engineering solutions were developed to adapt modern high-speed filling lines to handle the highly tactile and ergonomic asymmetrical bottle efficiently.



The PET and glass packages are honest in their use of material – the bottle body is not covered by any kind of label, allowing the water itself to refract the light and surrounding color. The bar-code and other legally required product details are printed on a small heat-shrunk sleeve that covers the cap and provides additional tamper-evidence. It also keeps the cap factory-clean. The unobtrusive branding of the bottle is a departure from the industry norm, and is welcome in formal serving occasions. Neither the bottle, nor the cap use any coloring. The current pack range comprises 330 ml, 500 ml, 750ml and 1,25L PET bottles with both conventional and sports closures. The glass range consists of 330ml and 750ml returnable bottles.

Seryab kids

Following successful launch of award-winning PET and glass package range in 2010, Seryab is introducing a special range for the kids. In contrast to the mature crystal-like design of the 'adult' Seryab which showcases the silver-pure nature of the water (Seryab is a derivative of 'silver' in Russian), the kids range aims to make drinking water more fun and reclaim 'share of stomach' from other impulse categories such as soft drinks and candy.

The kids range is bottled in proprietary matrioshka-shaped 250ml bottles decorated with folk fairy tale characters. The archetypal shape of the Russian nesting doll is perfect for kids hands and instantly turns the bottle into a collectable toy which unlocks children's creativity. Commercial branding is reserved for the back of the label to minimize interference; the package is highly distinctive even in the absence of prominent logos.



Initially 5 characters have been released to cater to different tastes and preferences, namely *the Swan-Princess*, *Ilya of Murom*, *the Firebird*, *the Mermaid* and *Sadko the Seafarer*. The set will be subsequently extended with additional themes and characters, including special series that feature numbers and alphabet to make first steps in learning fun. All artwork is commissioned specifically for Seryab.

Sustainability and eco-minded business model

Seryab's mission is to build value of high-quality, locally sourced natural mineral water. Remarkable package aesthetics and serving innovations are a means to elevate the perception of locally sourced water in relation to premium imports.

Our long-term goal is to develop Seryab into an international multi-source business, where a good local source (artesian or spring) serves a region within a 1,000 miles or less to avoid over-exploiting the source and limit long-range haulage.

The multi-source model, space-efficient bottle shape and downsized label all combine to minimize the use of resources throughout the product life-cycle, and our glass bottles will be returnable (again, the multi-source model makes this possible). We are also looking at utilizing the Enso Plastics biodegradable PET technology.

Seryab is preparing for a launch local bottling plant at a spring in England, and is in discussion of licensing deals with natural mineral water source owners in numerous other geographies.

In Russia Seryab is bottled by Mineral Technologies Ltd and is marketed worldwide by R2H (UK) Ltd. As a first step in international expansion we are launching a limited export program to cater to worldwide demand for Seryab.

Serving innovation

The patent-pending carafe application (which consist of a 1-liter PET or glass bottle and screw-on metal spout with handle) is our first step towards converting HoReCa customers to usage of bulk containers (similar to draught beer) decanted into high-quality reusable proprietary vessels. We believe that ultimately this will create the perfect consumption experience, as well as significantly minimize materials and energy usage throughout the supply chain.

International recognition

Seryab has been recognized as the Best New Brand at the 7th World Water Congress in Gleneagles, Scotland, and won



reddot design award
winner 2011



the Best PET Bottle award to boot. *Seryab* has subsequently won numerous important awards for quality and design both in Russia and internationally. Most recently, *Seryab* has been awarded the Red Dot Design Award and the Gold Pentaward. The Kids range is gaining recognition in its own right with 2011 Water Innovation Awards and other accolades.

Encouraged by enthusiastic international reception, exports of *Seryab* as a first step of international presence commenced in 2011.

Worldwide opportunities exist for distribution and bottling interests, and we welcome qualified inquiries.

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