

Faam

POWERED BY

aqualy' | ly COMPANY
MIDDLE
EAST



Why Aqualy?

BETTER FOR YOU

HYDRATION IS PARAMOUNT.
1.78 L PER DAY

OPTIMAL HYDRATION IN THE DESERT

BOTTLED WATER MARKET WILL MORE
THAN DOUBLE BY 2033

MICROPLASTICS IS OF PRIMARY
CONCERN FOR CONSUMERS.

BETTER FOR PLANET

LOWEST CO2 IMPACT ACROSS ALL
INDUSTRIAL PACKAGING

OVER 63% RENEWABLE MATERIALS

100% RECYCLE WITH UNION PAPER MILLS

74% OF UAE CUSTOMERS CONSIDER
SUSTAINABILITY WHEN CHOOSING
BEVERAGES

66% OF UAE & KSA CONSUMERS MORE
LIKELY TO PURCHASE FROM COMPANIES
COMMITTED TO SUSTAINABILITY.

BETTER FOR BUSINESS

WALKING BILLBOARD

INSTAGRAMMABLE MOMENTS &
GAMIFICATION OPPS

INCREMENTAL REVENUE GENERATOR

DATA CAPTURING TOOL

Better For You

BETTER FOR YOU

NO MICROPLASTICS

OPTIMAL HYDRATION

PRODUCED REGIONALLY

AQUALY EMIRATES MADE IN KSA
MILDLY MINERALIZED, **ALKALINE** WATER
WITH **LOW** SODIUM AND A **WELLNESS**
PROFILE TAILORED TO **HEALTH-CONSCIOUS** CONSUMERS IN HOT CLIMATES.

AQUALY EMIRATES MADE IN SPAIN
A **HIGHLY** ALKALINE, **SODIUM-RICH**
WATER BEST SUITED FOR **RAPID**
REHYDRATION OR RECOVERY USE,

Metric	Aqualy Emirates		WHO Recommendation	FIJI Water
Format	250ml, 330ml, 1L		mg/L	330ml
Local Production	✔ Produced Regionally		✘ Produced in Europe	✘ Produced in Fiji
Sodium	16.4	114	20-50	18
Magnesium	19.7	0.5	20-60	15
Calcium	16.7	4	20-60	18
Bicarbonate	26	241	200-400	152
Potassium	0.5	0.07	2.0-5.0	5
TDS	119	298	300-500	222
pH	8.5	8.4	7.5-8.5	7.7
Microplastics	✘			

Better for Planet

BETTER FOR PLANET

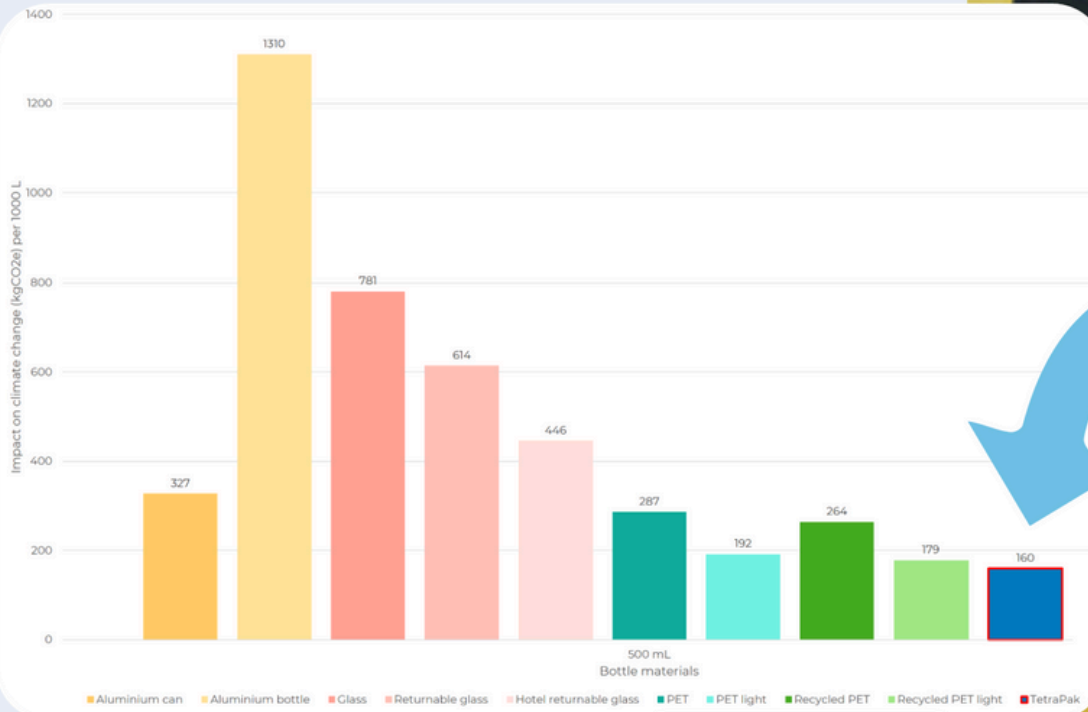
UAE BAN OF SUP 2026

60-70% OF CONSUMERS WILLING TO PAY MORE FOR SUSTAINABLE PACKAGING

GLOBAL CORPORATION PRESSURE TO ADDRESS CSR ISSUES

a Comparative analysis Middle East

Impact on climate change (kgCO₂e) for 1000L in Middle Eastern market



PWCLCA Comparative Analysis 2025



Better for Business

DRIVE REVENUE

DRIVE ENGAGEMENT: GAMIFICATION

DRIVE DATA COLLECTION

DISCOVER THE POSSIBILITIES OF DIGITAL PACKAGING
SCAN QR AND FOCUS ON IMAGE





250ML

Small, practical and perfect for quick consumption

Congresses and conventions.
Corporate events and trade fairs.
Complimentary water for hotels and B&Bs.
Schools and school canteens.
Healthcare establishments (clinics, hospitals, nursing homes).
Corporate catering and welcome kits.

Minimum Order Quantities:

• 250ml | 32,000 units



330ML

Versatile and ideal for individual consumption

Hotel minibar.
Gyms and wellness centres.
Catering for events and congresses.
Offices and coworking.
Planes, trains and cruises.
Take-away and street food establishments.

Minimum Order Quantities:

• 330ml | 30,000 units



1L

Perfect for sharing and long-term use

Restaurant and hotel tables.
Corporate meetings.
Families and domestic consumption.
Schools and canteens.
Supermarkets and retailers of sustainable products.
Accommodation facilities.

Minimum Order Quantities:

• 1000ml | 15,000 units

OUR CUSTOMISABLE FORMATS

OUR SECTOR



Hotels



Food Service



**Events &
Entertainment**



**Health
& Wellness**



**Travel
Catering**



**Schools
& Public
Institutions**



**Convenience
Retail**

Hotels

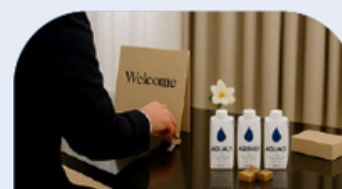
Carton Pros:

Premium aesthetic, improved guest satisfaction scores, supports certifications like Green Key

Ideal Format: 330ml

Private Label Steps:

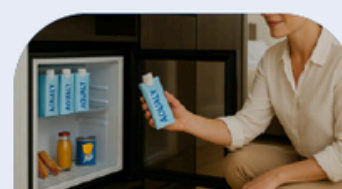
- Align with **brand identity**.
- Integrate into the guest **experience**.
- Add **QR codes** for guest feedback or rewards.



Concierge



Bedrooms



Mini-bar



Wellness e Fitness



Breakfast rooms



Meeting rooms



Food service

Carton Pros:

Safer for delivery, shelf standout, trackable

Ideal Format: 250ml, 330ml

Private Label Steps:

- Pair with **menu**
- Integrate **digital touchpoints**
- Build **loyalty** incentives



Events & Entertainment

Carton Pros:

Safe, customizable, great for sponsorship revenue

Ideal Format: 250ml, 330ml

Private Label Steps:

- Design event-themed packaging
- Activate sponsorships
- Sell or gift as memorabilia



Health & Wellness

Carton Pros:

BPA-free, clean label, perfect for fitness and wellness spaces

Ideal Formats: 330ml, 1000ml

Private Label Steps:

- Align with wellness philosophy
- Add functional or nutritional messaging
- Reinforce holistic brand values



Travel Catering

Carton Pros:

Lightweight, space-saving, fits meal trays perfectly

Ideal Formats: 250ml, 330ml

Private Label Steps:

- Match airline or rail branding
- Customize for inflight experience
- Use QR for route-specific engagement



Schools & Public Institutions

Carton Pros:

Child-safe, encourages recycling, supports school goals

Ideal Formats: 250ml, 330ml

Private Label Steps:

- Use for educational content
- Reinforce institution identity
- Engage parents through take-home messages



Convenience Retail

Carton Pros:

Compact, shelf-ready, instantly recognizable

Ideal Formats: 250ml, 330ml

Private Label Steps:

- Match retail branding
- Design for quick-grab appeal
- Use QR for in-store promos or loyalty programs



Bringing It to Life Your Timeline

	Process/Format	250 ml	330 ml	1000 ml
1	Design	Dependent	Dependent	Dependent
2	Winternal Review	7	7	7
3	Upload to TP Portal	4	4	4
4	Tetra Pak Colour Proof	3	3	3
5	Paper Production	60	9	60
6	Filling Production	20	20	20
7	Quality Clearance	3	3	3
8	Transport	5	5	5
	Total Days	102	51	102

Faam

POWERED BY AQUALY

Drink

DIFFERENT

aqualy

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