

The British Water Cooler Association

Our Code of Conduct for all Members

Bottled Water and Bottled Water Coolers

In keeping with the Mission Statement of the Association the Code of Practice is intended to ensure the attainment of the highest standards of quality, safety and hygiene in the water cooler industry.

Bottled water is defined by legislation as a food product and must therefore be treated as such at each stage from its abstraction at the source, to bottling, storage, delivery to the customer and dispensing from the water cooler into the cup.

BWCA Members must adhere and be bound by the requirement of the Code of Practice for continued membership. The Association's 3rd party annual audit and inspection programmes are designed to prove conformity with these requirements.

The Code of Practice encompasses:

- General Health, Hygiene and Safety
- Water Cooler Location and Siting at Customers Premises
- Delivery to and Storage of Consumables at Customer Premises
- Water Cooler Sanitary Maintenance and Sanitisation
- Water Cooler Construction Standards
- Water Cooler Electrical and Mechanical Maintenance
- Source, Bottling and Storage of Bottled Water
- Bottled Water and Cooler Distribution Depots and Storage Facilities
- Drinking Cups
- Regulations Codes and Standards
- Crisis Prevention, Protection and Management
- Inspections and Audits
- Professional Training and Education
- Environmental Management
- Plumbed-in (POU) Water Coolers

In keeping with the Mission Statement of the Association the Code of Practice is intended to ensure the attainment of the highest standards of quality, safety and hygiene in the plumbed-in (POU) cooler industry. It is essential that connection of plumbed-in coolers is only made to a wholesome mains water supply as defined by EU Standard 98/83/EC - Quality of Water Intended for Human Consumption, The Water Supply (Water Quality) Regulations 1989 and Amendments and The Private Water Supplies Regulations 1991 and plumbed/installed in full compliance of the requirements of The Water Supply (Water Fittings) Regulations 1999

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The Code of Practice encompasses:

- General Health, Hygiene and Safety
- Water Cooler Location and Siting at Customers Premises
- Delivery to and Storage of Consumables at Customer Premises
- Water Cooler Sanitary Maintenance, Sanitisation and Filter Changes
- Water Cooler Construction Standards
- Water Cooler Electrical and Mechanical Maintenance

- Plumbing Fittings, Materials and Filter Standards
- Water Cooler Distribution Depots and Storage Facilities
- Drinking Cups
- Regulations Codes and Standards
- Crisis Prevention, Protection and Management
- Inspections and Audits
- Professional Training and Education
- Environmental Management
- Advertising and Conduct

In keeping with its Mission Statement the Association views advertising and ethical conduct by its Members as a positive contribution in raising public perception of both the high quality and safety of all water cooler types (bottled and plumbed-in) and bottled water, as well as the professionalism and integrity of the Industry.

BWCA Members must adhere and be bound by the requirement of this Code for continued membership.

The Code of Practice encompasses:

General Standards

- Legality and Truthfulness
- Decency and Honesty
- Fear and distress
- Testimonials and Goodwill
- Quality and safety

Legal Compliance

- Bottled Water Regulations
- Water Supply Regulations
- Water Supply Fittings Regulations
- Food Labelling Regulations

Claims

- Which cause alarm
- Medicinal, Nutritional and Therapeutic

Comparative Advertising

- Bottled water coolers
- Plumbed-in water coolers

Use of BWCA Name and Logo

- Conditions of use

Unfair Trading Practices

- Price fixing
- Competitor activity