

## Water is water, as long as it quenches your thirst, right?

**Polar Spring Oy** is a Finnish company established in 2003, specializing in the packaging, sales and marketing of original Finnish spring water. Spring water rises naturally to ground level, filtered by layers of sand. The water comes directly from nature to the packaging facility, where it is packaged without any chemical treatment into various types of containers, including glass, plastic, different types of cartons, and combinations thereof. **PolarSpring** well is located close to the packaging facility. **The packaged water is a genuine natural product.**

## Living water – water is like wine!

Natural water is like wine. **Water from each source has different flavours and content.** Natural mineral water is considered "living water," while tap water is often referred to as "dead water." What does this mean? Living water comes directly from nature and is purified by nature itself. **Spring water** can be compared to natural mineral water. In Europe, a significant portion of packaged drinking water is natural mineral water. However, in Finland, the per capita consumption of packaged water is relatively low. Most of our drinking water comes from the tap, and even packaged water is predominantly processed tap water – dead water. Tap water is called dead water because through various treatments and chemicals, all life, such as microorganisms, has been eliminated. **Figure 1.**

According to the European Parliament Directive 2009/54/EC, natural mineral waters are categorized into three categories:

1. High mineral content: Dry residue above 1500 mg/litre.
2. Low mineral content: Dry residue up to 500 mg/litre.
3. Very low mineral content: Dry residue up to 50 mg/litre.

## Water – the foundation of life

Water is the foundation of all known life. **Without water, there would be no life on Earth.** Humans require fresh water to survive. Only 3% of Earth's water is freshwater, and most of that water is locked in glaciers.

**Finland** may not be large in terms of land area, but it **is one of the richest countries in terms of water resources.** In a study conducted by UNESCO in 2003, **Finland was recognized for having the best quality water resources in the world.** Finland's national landscape includes numerous sand ridges formed as a result of the last Ice Age, which contain excellently naturally filtered freshwater. In addition, it rains quite a lot in Finland. Rainwater and melting snow pass slowly through soil and sand layers, purifying along the way. In the process, the water absorbs several beneficial trace elements for human health. Finland's extensive groundwater resources are formed in this way. However, there are significant regional variations in the quality of groundwater.

**We Finns** are accustomed to enjoying water from the tap. Our water treatment facilities are fortunate in that they usually have access to fairly high-quality raw water. The technical level of our water utilities and urban pipelines is internationally high. Paradoxically, this has led to a situation where the average Finn no longer understands the concept of **good natural water.** The majority of water consumed in Finland today is dead water, which is offered both from the tap and in bottles. Therefore, it should be noted that packaged water can be any type of water, often water treated chemically to be fit for drinking. The global market for packaged water is very large, approximately 250 billion euros. When we drink wine, most of us pay close attention to what we are drinking. The same should be done with water. It is always important to investigate the origin and content of packaged water.

**Natural water always needs to be packaged at the water source** to preserve the natural richness it contains. Water that comes directly from nature is like wine, as the composition of water varies from each water source.

**Water is not just water; it does matter.** It is also important to save water. The best way to save water is by meeting your daily water needs of 2-3 liters by drinking **good natural mineral water.** **Figure 2.**

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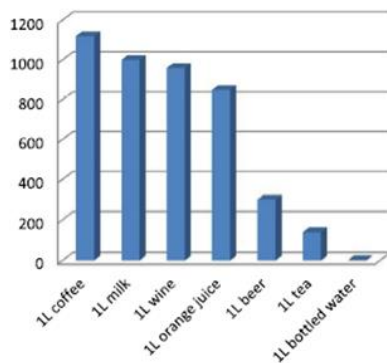
## What do European consumers drink?



**Figure 1.** Source NMWE <https://naturalmineralwaterseurope.org/>

In Europe, a significant portion of packaged drinking water is natural mineral water. In Finland, the majority of packaged water is tap water.

## Guardian of water resources



To save water  
drink water!

**Figure 2.** Source NMWE <https://naturalmineralwaterseurope.org/>

Many beverages require a significant amount of water in their production. The best way to save water is by drinking good natural mineral water.

**Polar Spring Oy**

**Kyynätjärventie 174, 17150 URAJÄRVI**

[www.polarspring.com](http://www.polarspring.com)

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