NOVEMBER 2008 | ISSUE 5 | NORTH AMERICA FOCUS

The Londonderry plant's packages are all non-refillable, and they have four production lines producing around 30 million cases each year. Their 2007 water use ratio was 1.82.

COCA-COLA OF NORTHERN NEW ENGLAND PIONEERS INNOVATIVE WATER MANAGEMENT SYSTEM

Our North America plants are some of the most efficient in the global Coca-Cola system; they are making pragmatic capital investments to address key efficiency issues. Additionally, some of our bottling partners are developing and putting into practice technologies that place them at the forefront of efforts to improve plant performance.

Coca-Cola of Northern New England (CCNNE) is one example. CCNNE is a United States bottler operating in New York, New Hampshire, Vermont, Rhode Island, Connecticut, Massachusetts and Maine. In 2002, a drought challenged CCNNE to evaluate its water management practices. Faced with water shortages and community concerns in the area surrounding their Londonderry, New Hampshire production plant, CCNNE developed a solution to reduce water consumption and streamline operations by reusing water that was otherwise being discharged.

More than six years later, CCNNE's unique approach has produced noteworthy results and become a best-in-class model for reuse of water that would normally go to waste.

At Londonderry, the beverage production process begins by treating source water that enters the plant through two filtering systems: reverse osmosis and ultra-filtration. During those treatment processes, about 15 percent of the Londonderry plant's total water consumption was being rejected.

Rather than releasing reject water into sewers, the Londonderry plant devised a system to divert it into a holding tank that could be used to service other important plant functions. By piping the water into the tank, CCNNE created a system that conserved the water and allowed it to be used to meet additional water needs at the plant. This reject water met company specifications for several plant processes including:

- Case washers that require water to wash plastic transport crates;
- Can and bottle warmers that spray products with water to raise their temperature to prevent damage to secondary packaging;
- Rinsers that rinse new empty bottles and cans;
- Pallet washers, which wash pallets in order to reuse them;
- Refrigeration, which uses water to cool products prior to filling; and
- Lawn sprinklers.

Within the first year, CCNNE reused 10 million gallons of water. As a result of the Londonderry plant's ingenuity, currently 15 million gallons of water are reused each year – totaling 85 million gallons since 2002. • • •