

BRITA VIVREAU Case Study

The Breakers Diving & Surfing Lodge

Customer	The Breakers
Industry	Lifestyle Hotel
Employees	175
Location	Somabay, Egypt
Classification	Egypt's first four-star watersport lifestyle hotel with 173 rooms.
Website	www.thebreakers-somabay.com



THE BREAKERS – DIVING & SURFING LODGE

The Overview

The Breakers is Egypt's first watersports' lifestyle hotel at the Red Sea for divers, kites and grown-up back packers. Modern hotel life adapted to today's spirit.

Diving at clean reefs, kiteboarding and surfing on crystal-clear waters coupled with an exceptional environmental profile, characterizes the world of "The Breakers". In addition to the regular clean-up days under and above the water "The Breakers'" foremost goal is the focus to commit environmentally on plastic avoidance.

Moving from single use plastic bottles to BRITA VIVREAU water dispensers with reusable water bottles makes a significant impact achieving this goal. This step reduces the consumption of single use plastic bottles by around 95% which means about 120.000 single use plastic bottles less each year.



THE BREAKERS

Welcome home!



The Task

The Mission: Reduce single use plastic!

The management consistently implements different environmental initiatives throughout the hotel. Therefore, The Breakers pays special attention to plastic avoidance, as micro- and nano plastics not only harm the world's oceans, but also gets into food chain. Additionally, one of the biggest concerns of The Breakers' guests has been the reduction of single-use plastic bottles in the hotel and its associated outlets.

With this in mind the management team set out to find an environmental friendly and convenient solution.



The Solution

BRITA VIVREAU dispensers fulfill all these requirements. The products help to reduce plastic waste in the hotel. In addition, the logistical effort and the CO₂ emissions of shipping single use water bottles can be avoided.

BRITA VIVREAU produces great tasting, still and sparkling, chilled BRITA filtered water on demand.

Upon check-in, all guests receive reusable stainless-steel bottles which can be refilled with water or replaced anytime free of charge. BRITA water dispensers are situated at all bars and in the restaurant. This is an enormous step towards a sustainable and eco-friendly future, protecting our oceans and environment.



Sustainable
Less waste and lower emissions



Satisfied customers
Great-tasting and locally sourced



Reduced costs
Space savings and greater cost-efficiency

«We were looking for an environmental and convenient solution. The solution was found. BRITA water dispensers fulfill all our requirements by helping to reduce plastic waste in the hotel.»

Stefan Reichl
General Manager, The Breakers Diving & Surfing Lodge