ARARAT
MORE THAN WATER
Ararat
Culture
Armenia!
ARARAT GROUP LLC ARMENIA — PRODUCTION OF MINERAL WATER AND SOFT DRINKS
DEVELOPMENT PLANS OF ARARAT GROUP

In 2018 the company plans to complete construction and launch of brewery, which will use German raw materials.
Mineral springs’ territory of ARARAT GROUP includes five mineral water wells:

- wells B2-11, B2-12, B2-19 under the trademark «ARARAT»;
- well B3-1 under the trademark «The Well» sparkling;
- well B1-1 under the trademark «The Well» still.

МЕЖГОСУДАРСТВЕННЫЙ СТАНДАРТ

ВОДЫ МИНЕРАЛЬНЫЕ ПИТЬЕВЫЕ ЛЕЧЕБНЫЕ И ЛЕЧЕБНО-СТОЛОВЫЕ

ОКП 91 8543, 91 8544, 91 8545

ГОСТ 13273—88

Дата введения 01.01.89

Технические условия

Drinking medicinal and medicinal-table mineral waters. Specifications

Настоящий стандарт распространяется на питьевые, лечебные и лечебно-столовые минеральные воды.
Коды ОКП для указанных наименований.

1.1. Характеристика

1.1.1. К микробиологическим показателям и газовым компонентам, а также реакции среды относится
не менее 1 г/дм³.

1.1.2. К микро- и макроэлементам относятся активные микроэлементы, принятые в СССР для питьевых вод.

ARARAT

NATURAL MEDICINAL MINERAL WATER

Chemical Composition Per Lustrum

CATIONS

NATRIUM 0.01
CALCIUM 0.01
MAGNESIUM 0.001

ANIONS

CHLORINE 0.001
HYDROCARBONATE 2.00
SULPHATE 0.50
TOTAL MINERAL CONTENT 3.00

ARARAT

NATURAL MEDICINAL MINERAL WATER

Уровни воды

ARARAT

ТУРШ-СУ

HCO₃ ≥ 85
(Na+K) 25—50
Ca 25—40
Mg 25—40

Уровни воды

АРАРАТ

ТУРШ-СУ

(Арм. ССР)

3,0—5,0

6,0—8,0

(Аз. ССР)

2,0—3,0

3,5—4,5

3,5—4,5

3,0—5,0

(РСФСР)
In 2007 all wells of ARARAT GROUP underwent independent expertise of water quality by SGS INSTITUT FRESENIUS, Germany — global leader in the field of testing, verification, examination and certification.

ARARAT GROUP is certified by ISO 9001 Quality Management Systems and ISO 22000 Food Safety Management Systems — the warranty of final products safety and supreme process flow optimization in the food production plant.
ARARAT CULTURE ARMENIA
ARARAT IS THE SYMBOL OF ARMENIA,
ARARAT IS THE SOUL OF ARMENIA,
ARARAT IS THE CULTURE OF ARMENIA,
ARARAT IS THE MINERAL WATER

Under the “Culture” ARARAT GROUP has in mind culture of mineral water production, of corporate relations, and of quality.
The wells were restored by German company HPC AG The Engineering Company with personal attendance of its owner Dr. Pickel.

HPC is one of the leading engineering companies in the area of environmental safety all over the world. In most cases it deals with large scale projects targeted towards infrastructure recovery of the whole regions.
ARARAT GROUP uses equipment of Chriwa Wasseraufbereitungstechnik GmbH, Germany for water treatment.

Chriwa is the leading manufacturer of equipment and integrated solutions for production of soft drinks, mineral waters, brewing production, water development facilities.
OWN PRODUCTION OF PET PREFORMS AND PLASTIC CAPS

Equipment of *Husky Injection Molding Systems*, Canada; Husky Injection Molding Systems is the creator and the *world’s largest supplier* of technologies for injection molding.
THE PACKAGING OF ARARAT GROUP PRODUCTS DOES NOT CONTAIN HEAVY METALS AND PHENOL. THE MINERAL WATER IS NOT EXPOSED TO ANY FOREIGN SMELL AND FLAVOUR

ARARAT GROUP uses for production of PET preforms and plastic caps raw materials of manufacturers, whose products meet the global quality standards:
PET granulate made by KP Chemical Corporation, Lotte Group, South Korea;
HDPE granulate made by LG Chem, LG Group, South Korea;
Coloring agents for preforms ColorMatrix Group, PolyOne, USA;
Coloring agents for caps GABRIEL-CHEMIE Group, Austria.
OIL-FREE AIR COMPRESSING TECHNOLOGY
THE COMPRESSED AIR USED IN THE PET
BOTTLES BLOWING PROCESS, IS FREE OF ANY
OIL VAPORS WHICH CAN INFLUENCE WATER
QUALITY AND FLAVOR

ARARAT GROUP production uses oil-free compressors manufactured by Atlas Copco, the leading global solutions provider for high-performance industry.
THE ELECTRIC POWER OF THE PLANT IS SUPPLIED BY HIGH AND LOW DISTRIBUTION SYSTEMS MADE BY SIEMENS AG, GERMANY

_Siemens AG is a worldwide_ leader for automation systems development and production in _all fields of industry._
AIR HANDLINE SYSTEM BY COLT GROUP LTD ENSURES MICROCLIMATE AND CLEAR AIR IN THE PRODUCTION SITES

*Colt Group Ltd.*, UK provides healthy, comfortable and safe working environment for commercial and industrial buildings *all over the world* since 1931.
Krones AG is the *leading specialized company* for development and installation of *filling lines*. 
ARARAT GROUP TESTING LABORATORY CONDUCTS HYDROGEOLOGICAL MONITORING, PHYSICAL-CHEMICAL AND MICROBIOLOGICAL ANALYSES. IT OPERATES IN COMPLIANCE WITH ISO 17025 STANDARD

*Specialized furniture* of German company *Kottermann* and high-precision gauges ensure *quality control* and product safety throughout the production process, starting with the wells and consumables, and ending with *finished product.*
The cap is *designed* in cooperation with AWK Verschlüsse GmbH & Co KG, Germany *specifically* for ARARAT GROUP.

The unique technology of label printing is executed by Industria Grafica Eurostampa S.p.A, Italy.
Brands «ARARAT», «The Well», «JOSO» were developed by Lars Wallentin, who is an outstanding business-expert, the author of Design as Business-Model concept. For over 39 years he has been working in the Nestlé corporation HQ in Switzerland. He was the head of communications, branding, package design and POBM area all over the world. He is the author of two out of nine corporate brand names of the company. During his work he participated in more than 50,000 projects.
That changed the world
THE ASSORTMENT OF PRODUCTS

PACKAGING SPECIFICATIONS
Family. “ARARAT” is not only the possibility to quench your thirst; it also cares for wellness of your nearest and dearest.

In spite of its “considerable” age, “ARARAT” mineral water is open to new ideas: in design and in technologies. Only the quality is unchanged.

“It supports water-mineral balance of your organism, stimulates digestive system, and facilitates food decomposition and digestion.”

“ARARAT” more than water.
Due to its natural composition, the «ARARAT» water stimulates digestive system, eases digestion, improves metabolism and speeds up calories burning off.

The «ARARAT» water consumption will help you normalize water and mineral metabolism, will stimulate digestive system due to its balanced natural mineral composition.

Bottled in the territory of mineral springs ARARAT well No. B2-11, Borot-Akhbyur Gorge, Armenia
General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
Sample No. 8195784/20.05.2008
Hydrocarbonate sodium and calcium
Total Mineralization
Typical chemical composition, mg/l
2400–2800 mg/l — at 180 °C; pH 20° — 6,6
Ca²⁺ 250–350•Na⁺ 70–110•Mg²⁺ 70–170•K⁺ 80–150
HCO₃⁻ 1600–1800•SO₄²⁻ 250–300•Cl⁻ 80–120•NO₃⁻ < 0,3
CONSUMER
It is for people, who realize the importance of clean water consumption, who care for about their wellness

BRAND
“THE WELL” and HARMONY brings harmony to our organism and makes us healthy and beautiful

PRODUCT
“THE WELL” is natural sparkling mineral water for daily consumption for connoisseurs of taste and harmony

BENEFIT
Natural freshness and light bubbles create unique restorative taste which brings harmony to your body

Drink well ... be well!
Drink...

...be well!
THE WELL – NATURAL MINERAL SPARKLING WATER

«THE WELL» & HARMONY harmonizes our body, revitalizes and beautifies us.

Natural water «The Well» is perfect for rehydration and keeps us fit.

Bottled in the territory of mineral springs ARARAT well No. B3-1, Armenia
General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
Sample No. 8195784/20.05.2008
Hydrocarbonate sodium and calcium
Total Mineralization 475 mg/l —at 180 °C; pH 20° — 6,0
Typical chemical composition, mg/l
Ca²⁺ 32•Na⁺ 28•Mg²⁺ 18,9•K⁺ 15
HCO₃⁻ 305•SO₄²⁻ 36,5•Cl⁻ 39
CONSUMER

It is for people, who realize the importance of clean water consumption, who care for about their wellness

BRAND

Regular consumption of “THE WELL” and HARMONY provides necessary everyday hydration to you body

PRODUCT

Natural mineral water “THE WELL” is the source of life, which defines the wellness and longevity factor. It is perfect for all age groups, including babies - for everyday drinking and for every occasion

BENEFIT

It is transportation mechanism for internal movements of all nutrients and molecules. Water supports circulated blood volume, beautifies and rehydrates skin

Drink well ... be well!
Drink...

...be well!
«THE WELL» & HYDRATION, the water deficit in our body causes skin dryness and premature ageing in all people, irrespective of their age.

Regular drinking of “The Well” water provides necessary everyday hydration to your body.
Mineral natural still water in Bag-in-Box package of 10 liters capacity.

**Package advantages:**
- water is protected from direct air;
- easy to keep;
- easy to use;
- packing waste does not need place for storage;
- package is not returnable.
“WellGo” bottle conveniently fits your hand; you don’t need to remove the cap; volume of 0.68 l is sufficient for every activity chosen. It is for consumers leading an active lifestyle. Convenient bottle helps to keep up with megalopolis pace. On the go.
Drink...

...be well!
People leading an active lifestyle need motion freedom. You can open the bottle on the move with just one of your fingers; click and enjoy the freshness of WellGo.

WELLGO — NATURAL MINERAL STILL WATER

Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
Sample No. 8195784/20.05.2008
Hydrocarbonate sodium and calcium Total Mineralization
Typical chemical composition, mg/l 191 mg/l — at 180 °C; pH 20° — 7
Ca^{2+}13•Na^{+}21•Mg^{2+}15•K^{+}10
HCO_3^{-}90•SO_4^{2-}3•Cl^{20}
It does not overload the digestive tract, kidneys and cardiovascular system of babies, does not change balanced composition of baby’s formula and is perfect for preparing all types of baby food.

Since birth and every day!

"Baby Well" is specially prepared, natural drinking water of low mineralization.

It is for parents who realize the importance of water for babies’ vital activities and growing-up.
Drink... be well!
Natural, specially prepared, low mineralization water. It suits for everyday drinking and preparing baby foods.

Baby Well is the harmonious development of your child since birth.
Still natural mineral table water in a Bag-in-Box packaging of 5-liter capacity.

Advantages of the packaging:
- perfect volume for home use;
- water is protected from direct air influence;
- convenient for storage;
- easy-to-use;
- used packaging does not require place for storage;
- the packaging is not reusable and is not subject to re-washing.
It is for consumers who are emotionally young, curious and happy

Exhilarant bubbles of different colors — Bubbling fresh

Fruit and spicy mixes with huge aroma pallet, where everyone can find its own unique taste

Natural ingredients, no sugar substitutes, possibility to pumper oneself
JOSO is an unusual fruit and spicy combination, and everyone can find his/her own flavour among those combinations.

In JOSO production we use specially softened water, French sugar and natural ingredients.
JOSO IN A HANDY PACKAGE

In a bag, in a knapsack, in a car, outside...
PET bottle is easy-to-use for active people.
TECHNICAL INFORMATION

TECHNICAL SPECIFICATION
OF PRODUCTS
ARARAT, JOSO
THEWELL STILL, THEWELL SPARKLING
PET bottle 0.5 liters | height 244 mm | diameter 67 mm

Package | height 246 mm | width 201 mm | depth 268 mm

12 bottles in package | 18 packages in batch | 108 packages on pallet
PET bottle 1.0 liter | height 305 mm | diameter 84 mm

Package | height 307 mm | width 252 mm | depth 336 mm

12 bottles in package | 12 packages in batch | 60 packages on pallet
PET bottle 1.5 liters | height 350 mm | diameter 96 mm

Package | height 353 mm | width 192 mm | depth 288 mm

6 bottles in package | 16 packages in batch | 64 packages on pallet
Glass 0.6 liters | height 293 mm | diameter 70 mm

Package | height 297 mm | width 292 mm | depth 218 mm

12 bottles in package | 14 packages in batch | 70 packages on pallet
Glass 0.5 liters | height 272 mm | diameter 70 mm

Package | height 276 mm | width 292 mm | depth 218 mm

12 bottles in package | 14 packages in batch | 70 packages on pallet
PET bottle 0.5 liters | height 223.5 mm | diameter 70.5 mm

Package | height 230 mm | width 270 mm | depth 205 mm

12 bottles in package | 14 packages in batch | 84 packages on pallet
PET bottle 1.0 liter | height 273.8 mm | diameter 89 mm

Package | height 280 mm | width 178 mm | depth 255 mm

6 bottles in package | 20 packages in batch | 100 packages on pallet
PET bottle 0.68 liters | height 252.5 mm | diameter 75 mm

Package | height 280 mm | width 300 mm | depth 225 mm

12 bottles in package | 14 packages in batch | 70 packages on pallet
HOPING FOR A LONG PARTNERSHIP
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