A GLASS OF FIZZY MINERAL WATER PLEASE

A simple and frequent asked question I have heard many times at home or while dinning out either alone or with friends is what we should call it; fizzy, sparkling, carbonated, bubbly or just mineral water.

Before joining RPE I never imagined how this simple question involved so many different and yet technical responses.

How big should the bubbles be, how can these be measured, which are the main preferences by consumers? Italians' for instance, are different than all the others, some add flavours and some include it in their everyday, representing a big and broad challenge for marketing specialists.

Market analysis today shows that water dispensers will further increase sales reaching a global value of an amazing USD $3.26 Billion by 2025.

The dilemma of R&D and Engineering is to find the right solution along with costs assessments that will not drive them crazy.

Balancing technically advanced products with affordable pricing is always a challenge and is one we recognized and accepted more than 20 years ago... A lesson well learned!
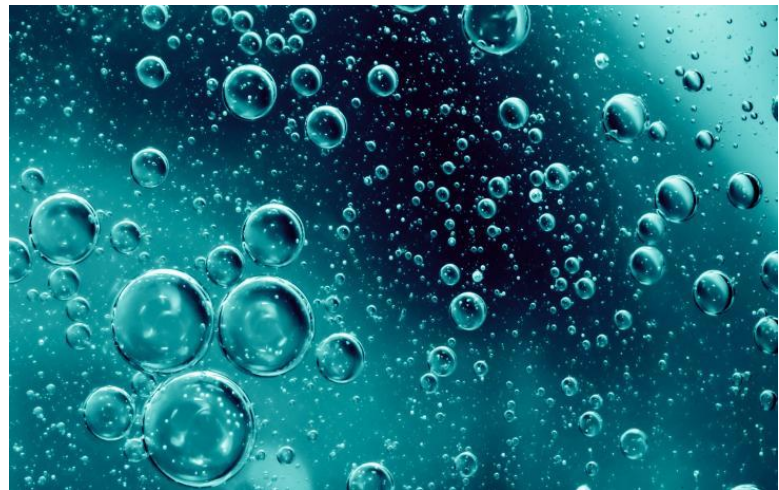
The implied answer is RPE's DISPENSER Series, that I can say without being presumptuous, a very clever solution!

A bespoken solution to our customers:

- To R&D and Engineers: three or two Inlets and one Outlet to the spout!

- To Operation Managers: one-piece body, quick coupling, less time to assemble and a more nimble operation!
- To Purchase Managers: less plumbing and reduced number of connections, additional cost benefits!

Today's challenge is space dimensions: smaller, smaller and smaller! The less space required the better!

RPE is there with one of our latest innovations, the TD Dispenser Series is our new born baby.

(Discover the TD Dispenser: https://www.rpesrl.com/prodotti/td-22-dispenser-singola/165)

A glass of fizzy mineral water, please!

Let's get out from this Covid mess, we'll be pleased to present and sample you!

Stay safe

Franco Vigentini
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