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Eau Claire mineral water scheduled to hit market in June

Zubaidah Abu Bakar

EAU CLAIRE, a new brand of mineral water sourced at Kampung Titi Akar in Sungai Tiang, Pendang, Kedah, is scheduled to hit the local market in June.

Its bottling factory, a fully integrated RM12 million operation, conceptualised and designed to meet the highest international standards with French technology, is in the final stage of pre-production trials.

The product launch is scheduled for June this year, followed by the official launch of the factory later in the year.

Eau Claire Mineral Water Sdn Bhd's general manager Paul J.K. Lim said yesterday the company, which has plans to penetrate the foreign market, will focus on the local market during the first year.

"We have plans to hit the foreign market but that will come in later," he told reporters during a visit by Prime Minister Datuk Seri Dr Mahathir Mohamad to the factory.

Lim, who earlier briefed Dr Mahathir on the operation of the factory, said: "Eau Claire, which will be marketed as Malaysia's premium mineral water, is sourced from an underground aquifer.

The water source was chosen after various extensive hydrogeological studies in various parts of the country.

The natural mineral water is pumped from more than 100 metres below the ground to the water treatment section of the plant.

"Ultra-fine cartridge filters and ozone sterilisation during the treatment process provide the added assurance of clear, crisp and refreshing mineral water of international standard," he added.

The factory, which was completed last year, also has an integrated production system with high quality bottle production facility. The Class 100,000 clean room complete with auxiliary sterilisation support system and the fully automated filling line provide a contamination-free environment for production under stringent quality standards.

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