

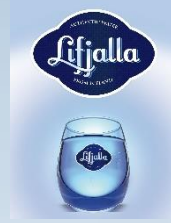


Lifjalla



Natural pure Water from Iceland

Elementi - Lifjalla



Mission

- Offering a Natural Pure water that contributes to the health and overall physical well-being.
- Providing a practical and ecological packaging concept "**Bag-in-Box**" that encourages daily drinking of water.



Source and Production

- In the search for water as pure as possible, **Iceland** has been selected as being one of the least polluted regions in the world with crystal clear glacial water naturally filtered through the ancient basalt layers.
- For ecological reasons, the water is not bottled in Iceland but transported in bulk by boat in order then to be packed in Belgium.



Elementi nv, Veurnseweg 528/P1, 8906 Ieper (Elverdinge), Belgium.



Why choose Lifjalla?

Water is one of the most essential food products, and the main component of our diet. Therefore, it is important to choose a naturally pure water with an optimal composition. Additionally, the pleasant taste of Lifjalla and the concept Bag-in-Box stimulates sufficient drinking daily.

Lifjalla is a natural pure water with an exceptional composition

Originating in Iceland, one of the least polluted regions in the world

Pure and natural: no filtrations, no additions

A soft delicious taste

Slightly mineralized

Low dry residue and low in salt

Exceptionally by a high pH (alkaline water) and oxygen content

Practical and ecological packaging



Lifjalla and his unique composition

pH-value	8,2 pH
Oxygen	9,4 mg/l
Residue	55 mg/l

Slightly mineralized	mg/l
Calcium	4,4
Magnesium	2,1
Silicium	7,8
Potassium	0,6
Sodium	9,13
Hydrogen carbonate	36
Chlorides	8,44
Nitrates	< 1
Nitrites	< 0,075
Sulfats	2,4
Fluor	0,078



*Natural composition
of minerals*



Bag-in-Box (BiB): an « intelligent » packaging concept

Preservation of product quality

- Protection from light
- Preservation of composition
- Closed system: no external air
- No leakage of harmful substances
- Preservation of taste and freshness



Ecological



- Carton FSC- certified
- Carton and bag 100 % recyclable
- Transport mainly by boat (most ecological)
- BiB takes 33% less space compared to bottles
- Minimale CO₂ emission:
 - ✓ 88% less compared to glass bottles
 - ✓ 41% less compared to PET bottles

Practical and handy

- Instant availability
- Easy to operate with tap
- Child friendly
- Easy to carry and store
- Easy to recycle
- Minimal waste



Iceland: the place of birth of Lifjalla

- Iceland is one of the least polluted regions in the world
- Cristal clear glacial water
- Natural and stable composition



- Source: height 86 - 88 meters
- Protected zone of 50 km²
- Water extraction using geothermal energy (no external power)
- Pure and natural: no filtrations, no additions, no exposure to the outside air.



Production and quality control

- Water extraction using geothermal energy
- Transport by boat in flexible containers of 24.000 liters
- Flexible containers with multi-layer film of polyethylene and polypropylene conform with EU et FDA regulations
- Packaging Bag-in-Box performed in Belgium
- Bag-in-Box: Carton FSC- certified (products originating from sustainable managed forests).
- Internal bag conform with Food regulations (EU 2002/72/EC, 82/711/CEE, 85/572/CEE)
- Lifjalla water does not contain Phtalates, BPA (Bisphenol A), Guargum.
- Continuous quality control from source to final product by independent laboratories
- Quality control in line with HACCP standards

(Hazard Analysis and Critical Control Points)



Practical information

- Packaging



Product	# boxes / secondary packaging	# boxes / pallet
Lifjalla 5 liters	4	144
Lifjalla 10 liters	2	72



- Shelf life: 2 years



Lifjalla, awarded for its superior taste

*Lifjalla
Highest award with 3 stars*



Superior Taste Award 2015 Results

3 golden stars	370	24%
2 golden stars	654	42%
1 golden star	187	12%
Not awarded	351	22%
	1.562	100%

Number of products tested in 2015: +24% versus 2014





*Lifjalla, pure natural water from Island
Elementi N.V.*

is granted the

**Superior
taste
AWARD 2015**




 Louis Frère
 Managing Partner


 Christian De Bauw
 Managing Partner

Brussels, 4th of June 2015

The International Taste & Quality Institute (iTQi) is the leading independent Chefs & Sommeliers based organization dedicated to value food & drink products

INTERNATIONAL TASTE & QUALITY INSTITUTE

International Taste & Quality Institute (iTQi)

The "**Superior Taste Award**" is the only label regarding taste which is granted by **opinion leaders** such as **Michelin Chefs and Sommeliers**.

The **jury** of iTQi is composed by specialists from **17 different countries** and all of them are members of the most **prestigious European culinary associations**, including the **Maitres Cuisiniers de France, the Académie Culinaire de France, the Academy of Culinary Arts, Euro-Toques, the Federazione Italiana Cuochi, the Nordic Chefs Association, and Associations of cocineros de España, the Verband der Köche Deutschlands and the International Association of Sommeliers ASI** with regard to the beverages.



Evaluation done by experts



During the sessions, each product is tested according to a rigorous **sensory blind procedure**.

For each product tested, a **sensory analysis** report is drawn. Criteria such as **smell, taste, experience in the mouth, taste, texture** etc. are carefully examined by each juror.

An evaluation based on awarding stars

In line with the gastronomic guide Michelin, iTQi organizes no contest but evaluates the entered products on their specific properties. **Only products that achieve a minimum quota of 70% are awarded.**

- **1 golden star:** overall quotation between 70 en 80%: **great taste**
- **2 golden stars:** overall quotation between 80 en 90%: **special taste**
- **3 golden stars:** quotation equal or above 90%: **exceptional taste**



Good to know

- Water is the **main component of the human body**: 60 to 80% of body weight (mainly the cells) is composed of water.
- The first important function of water is **hydration**. In addition, water is a major **supplier of minerals** and ensures **the transport of nutrients and oxygen**.
- Drinking **low-mineralized water on a regular basis** provides the body with the necessary amount of water and minerals.
- Do not make the assumption, « it is just water ». There are a lot of different type of waters.
- **What about the acidity (pH)?**

Many nutrients have a low pH-value and have an acidifying impact on the body. Water with a high basic pH-value has an anti-oxidizing and neutralizing effect on the harmful free radicals in the body.

Alkaline water helps to maintain the acid-base balance of the body.

- **What about the presence of oxygen?**

Fresh rainwater or natural source water contains 8 to 15 mg of oxygen per liter. Most drinks contain virtually no oxygen.

In addition to breathing, **oxygen-rich water enhances the oxygen proportion in the cells**. By this, the nutrients (e.g., vitamins) in the body are more optimally used and impurities are removed from all the organs and cells.



Make a conscious choice!

- **Choose for a natural, pure and untreated water**

Water in its natural form has a harmonious structure and is therefore called vital water. Vital water is much better absorbed by the cells in our body. This improves throughput of vitamins, minerals and more efficient elimination of toxins.

- **Choose for a low-mineralized water**
- **Choose for alkaline water (pH above 7)**

Drinking alkaline water helps to maintain the acid-base balance in the body. Clinical studies have also shown that alkaline water is effective against osteoporosis, constipation, diarrhea and gastric mucosa disorders.

- **Choose for water that contains oxygen**

Water containing oxygen enhances the proportion of oxygen in the cells and also allows for a better transport of oxygen to the blood plasma and cells. It strengthens the immune system and reduces oxidative stress.

