



B Lab Statement on Flow Water’s B Corp Certification

B Lab’s independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for bottled water companies:

“Bottled water companies are eligible for B Corp Certification with additional review by the Standards Advisory Council and, at minimum, incremental disclosure on their public B Corp profile regarding material sensitive issues in the industry.”

Flow Water is required to disclose a summary of its practices in the areas of Water Access, Sustainable Usage, and Waste Management as a part of its B Corp Certification. For more information on the review process, please refer to B Lab’s statement on the bottled water industry and B Corp Certification [here](#).

Summary of Company

Flow Water is a bottled water company based in Canada that is responsible for the water extraction, bottling, distribution, and sale. In its last fiscal year, the company earned 77.76% of its annual revenue from the sale of water and sparkling water.

Flow Water offers water and sparkling water products under the Flow Water brand.

Flow Water’s Industry Practices

Water Access

Flow Water sources its water from privately owned artesian spring wells located in Bruce County, Ontario, Canada. The company has obtained permits to extract water under five consecutive five-year terms in Ontario. Currently, Flow Water exclusively extracts water from springs located in the region.

Flow Water in Ontario has a permit to extract up to 375,000 litres per day, with a fund of \$0.01 for each litre extracted going to the community in Ontario.

Flow Water also owns artesian spring wells in Augusta County, Virginia, United States; however, they are not currently extracting water from this location and do not have a manufacturing facility there. The company has stated that if they choose to extract water from the Virginia source in the future, they will adhere to the same strict extraction and usage regulations that they follow in Bruce County, Ontario.



Flow Water diligently works toward collective action and stakeholder engagement focused on improving the water quality access and availability in each watershed where the company operates by supporting historical community access.

At the source of extraction, water is pumped from the well through an existing filtration system and UV disinfection system into a water tanker truck for delivery to the packaging plant. Upon arrival at the packaging facility, water is re-treated and pumped through an additional filtration system and UV system before entering the packaging line. Additionally, Flow Water is NSF-certified to meet public health standards.

Flow Water has reported they are not engaged in any lobbying or policy advocacy for cheaper water prices or easier water access. The company also reported there are no stakeholder concerns regarding its water access that remain unresolved.

Sustainable Usage

Flow Water's water usage is governed by the Ontario Water Resources Act. Flow Water has assessed the daily output of the spring and has worked with the community, First Nations, and invested stakeholders. The process and decision to renew Flow Water's Permit to Take Water is outlined in the company [Permit to Take Water](#).

The spring is capable of producing almost 30,000,000 l/day. Flow has a permit to take up to 375,000 l/day. Flow is currently using <1.3% of the spring's capacity.

Flow Water has partnered with environmental consulting firms to conduct sustainability and water quality assessments, as well as oversee the company's regulatory compliance with all applicable water laws designed to protect the region's watershed, including water table levels.

Waste Management

Flow Water addresses waste issues typically associated with the bottled water industry by sourcing leading sustainable beverage packaging solutions. Flow Water's water products are packaged in specialized containers designed by Tetra Pak. In addition to being 100% recyclable at end-of-use, the packaging also utilizes more sustainable input materials compared with conventional plastic bottles. Tetra Pak's cartons are primarily made from FSC-certified paperboard with thin layers of polyethylene lining. The caps are made from non-GMO Verified sugarcane-based bioplastics instead of petroleum-based plastic. Additionally, Flow Water purchases packaging



materials from Tetra Pak in bulk rolls, which are transported to the company's facility for assembly to minimize the carbon footprint/environmental impact associated with transportation. Flow Water's sparkling water products are packaged in 100% recycled aluminium containers, which are also completely recyclable.

Company management comments

Every Flow bottle sold prevents another plastic water bottle from harming our planet and waterways.

B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.



B Corp Certification - Disclosure Questionnaire Documentation

Disclosure Questionnaire category: Water Intensive industry

Updated as of: 09/09/2024

Flow Water is involved in the production/sale of products, or is part of an industry that can potentially be classified as water intensive, meaning that they are more likely to have significant impacts on the environment, such as water stress or depletion of local water sources if water use is not appropriately managed. Certified B Corps are required to make transparent their involvement in such activities or industries.