



**Steve Russak,**  
Vice President,  
Innovation & Design

"Altitude turned a seemingly ordinary assignment into an extraordinary product offering. Together, we created a fresh form with features that utilized an opportunity to break with the ubiquitous 5-gallon water jug while still looking familiar to consumers. Using design ingenuity, the solution also addresses ergonomic issues of installing/replacing the water jug, ending the empty-container-on-the-water-cooler syndrome. The PUR unit utilizes every part and component as a primary design element. Ultimately, this design redefines what a consumer can expect from a water cooler."

Awards:  
**IDEA Winner**

## Think globally. Drink locally.

Envision the traditional water cooler and you will probably think of the ubiquitous scuffed 5-gallon plastic water bottle that no one likes to replace. Yet it has become an icon of the office workspace and is increasing its presence in people's homes. Housewares innovator Kaz sought to improve the water cooler's aesthetic appeal, make it easy to use and achieve a measured, positive impact on the environment. Kaz wanted the product to incorporate the high-quality PUR filtering technology that it had licensed from P&G. We responded with a next generation water cooler that is visually appropriate for both the home and work environment. Its subtlety of form, pleasing aesthetic, and unique cooler filtration feature creates defendable difference in the market—becoming the flagship product in a new business unit for Kaz.

### An ordinary assignment becomes an exceptional product

Studies have show that most tap water requires only basic filtration to match the quality of spring water. The advanced filtering water cooler uses PUR filtering technology to clean the water, remove harmful contaminants and deliver that great spring water taste. This approach eliminates the cost and inconvenience of buying and replacing 5-gallon bottles of water — as well as the environmental impact (gasoline, exhaust fumes, labor, manufacturing) involved in creating and shipping bottled water. Filters need to be replaced every two to four months to maintain water quality.

Now users can quickly and easily fill their water cooler with a brief, simple trip to the nearest tap. This exceptional water cooler serves as a great example of how eco-friendly design can provide advanced functionality and still look great in your kitchen.

# Product Highlights

---

## Dual Filters

Two standard PUR pitcherfilters are utilized in the reservoir to speed up the filtering flow process and ensure crystal clear drinking water is created. Users simply change the filters every two to four months to maintain water quality.



## PUR H2O

Using tap water eliminates a myriad of costs and challenges, while making the cooler more eco-friendly.



## Dispensing Spouts

The dispensing area accommodates multiple sizes of mugs and pitchers.



## Handles

Easy to grip handles make refilling the tank easy. The process of placing it on the cooler is much less awkward than the traditional 5-gallon jug, and these handles enable a comfortable experience.



---

## Reservoir

This product removes the 'teetering' 5-gallon jug and integrates the water reservoir into the body of the unit. This more manageable, 3-gallon reservoir is easy to remove, refill, and replace.



---

## Light

An ambient light designed into the cooler façade aids consumers in low-light environments, and during late night water cooler visits.



---

## Drip Tray

The drip tray provides a visual target to show users where water exits the unit, and eliminates spills.



---

## Internal Components

Working within the technical constraints of the existing heater and chiller operating elements proved a challenge. Our engineering team had to accommodate a 3-gallon water reservoir internally within the same envelope as a traditional cooler and, configure it for easy manufacture by low-cost Asian vendors.

