



## Culligan Success Story Cadbury Adams

With the Culligan system, the customer estimates a savings of \$14,439 in one year.

### Customer:

Cadbury Adams, Rockford, Illinois

### Description of Business:

Cadbury Adams is a confectionary manufacturer, manufacturing mostly gum (Bubblicious, Dentyne and Trident).

### Contact:

Sergio Zamora, Facilities Team Leader

### SITUATION/PROBLEM:

"Dollars going down the drain"

Water is a key ingredient in the manufacturing process at Cadbury Adams, a leading producer of top brands of chewing gum and confections. Their water treatment equipment, responsible for 200,000 gallons of water per day, was highly inefficient and wasting both water and salt. Not only was Cadbury Adams losing money, they were compromising their entire operation.

Cadbury Adam's unique situation presented a significant opportunity for big dollar savings and a much lighter load on the municipal waste treatment plant.



## Superior service with every order.

Every customer is important. And every customer is different. With a partner like Culligan Commercial, you can expect a water treatment plan as original as you are. And like you and your business, we pride ourselves on supporting our solutions with ongoing expert service.

### **Solution:**

We showed them how we could integrate brine reclaim and create significant savings on salt and water. They would be helping the environment, as well.

### **Equipment installed:**

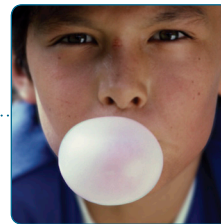
New electronic control for brine reclaim.

### **The results/Customer Benefits:**

- They won the 2004 IL Governor's Award for Pollution Prevention.
- Through nine months, Cadbury Adams saved 221,380 lbs. of salt valued at \$8,302 and discharged 490,400 gallons less at a savings of \$2,207 on sewage bills.
- They also save approximately \$320/month in labor.
- In total, the customer estimates a savings of \$14,439 in one year.

### **Culligan Advantages:**

- Strength of Culligan reputation.
- Reputation of the dealership and local service.
- Customer focused service department.
- Calculation of brine reclaim savings projection.
- Overall Commercial/Industrial expertise.



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For over 75 years, Culligan has made better water. Our global network, comprised of 800+ dealers and international licensees in over 90 countries, is dedicated to addressing your water-related problems. As a worldwide leader in water treatment, our sales representatives and service technicians are familiar with the local water conditions in your area. Being global and local position us to deliver customized solutions to commercial and industrial water issues that affect your business and your bottom line.

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