

# ROI FEATURE

Voltea's CapDI<sup>©</sup>



## Integrator for Global Coffee Shops Reduces Costs, Brews High-Quality Coffee with New Technology

### COFFEE SHOPS

Istanbul, Turkey

**ROI: 82% DECREASE IN WASTE  
WATER VOLUME, 48% REDUCTION  
IN OVERALL PROJECT COSTS**

Coffee is made up of 98 percent water, which makes consistent water quality a must for cafes and restaurants that want to be known for great tasting coffee.

To achieve the perfect pour, water must include a specific, controlled range of minerals. However, the only way to ensure the ideal balance of minerals from a municipal water supply is on-site water treatment.

OSMO, an integrator in Istanbul, Turkey, knew this problem very well. It was using traditional water treatment methods such as Reverse Osmosis (RO) and water softeners for the world's largest coffee shop chain, but they were very costly and inefficient.

Fortunately, OSMO wasn't out of options. The integrator wanted something different – a disruptive technology that would not only deliver consistent, high-quality water, but reduce maintenance and operating costs.

### ● THE ● CHALLENGE:

#### INEFFICIENCIES LEAD TO RISING COSTS

Hard water and an imbalance of minerals can cause coffee to take on flavors ranging from sharp and sour to flat and chalky – none of which baristas would want to use to describe their ideal cup of coffee. That's why high-quality water is the lifeblood of the coffee industry and makes it possible for cafes and restaurants to offer coffee in the much-desired Ideal Brew Zone.

OSMO relied on RO units, under-the-sink softeners and other traditional technologies to try to produce water quality within the Ideal Brew Zone. However, this method presented several challenges that were causing operating expenses to skyrocket.

Because water quality differs based on each coffee shop location, every unit required constant monitoring to ensure consistent quality and taste for each cup of coffee, cappuccino and espresso. OSMO regularly visited locations to monitor water quality, service the units and ensure everything was running properly, which cost considerable time and money.



# ● THE SOLUTION:

## TUNABLE WATER TREATMENT FOR THE PERFECT POUR

Voltea's point-of-use (PoU) system, DiUse®, delivered a solution that checked every box for OSMO. The system runs with patented salt-free CapDI® technology, which removes salt ions and total dissolved solids (TDS) via an electrical current, rather than relying on chemicals. This allows unrecovered water back into the ecosystem and significantly cuts back on waste.

Tunability also set DiUse apart from other technologies OSMO relied on in the past. After a desired reduction rate is set, DiUse self monitors and automatically adjusts to account for any fluctuations in incoming water quality, reducing service calls and any associated costs. OSMO no longer had to dedicate time and energy to monitoring each unit and had peace of mind knowing that every location had the same, high-quality water to produce the ideal cup of Joe.

Even the coffee machines themselves benefited from CapDI technology, which reduced filter replacement costs, service costs and allowed for reduced downtime for descaling. With Voltea's technology in place, OSMO could rely on a consistent product every time, while preserving the quality of its equipment.

# ● THE RESULTS:



Voltea's PoU System, DiUse

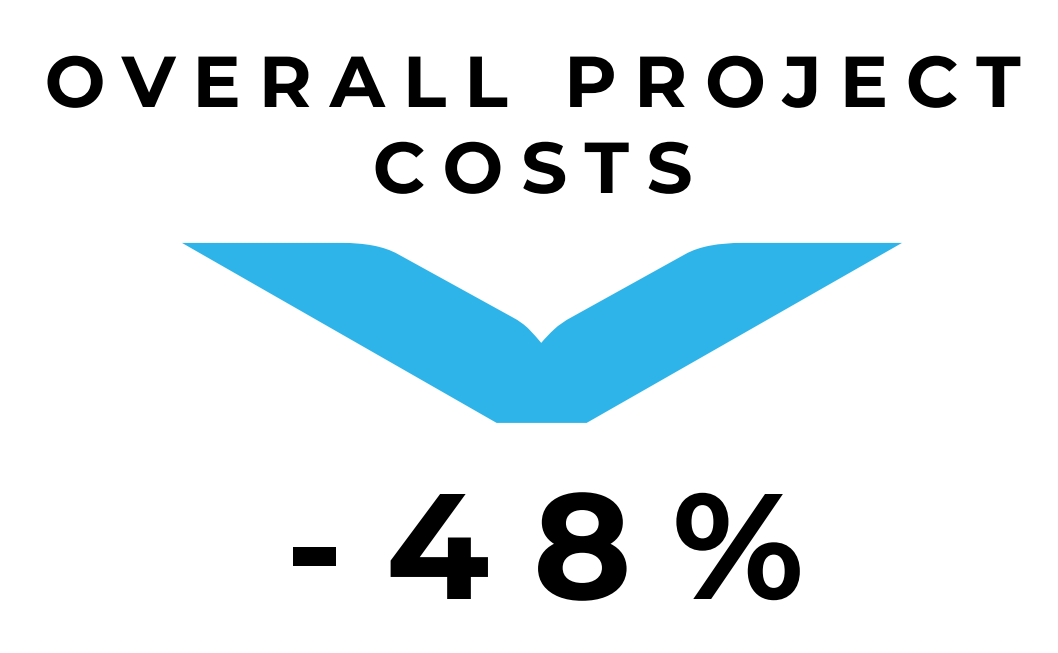
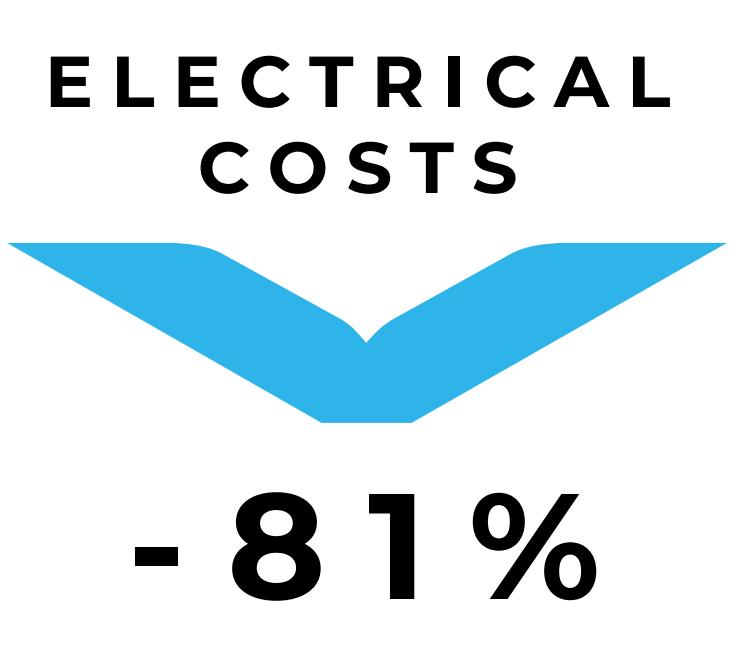
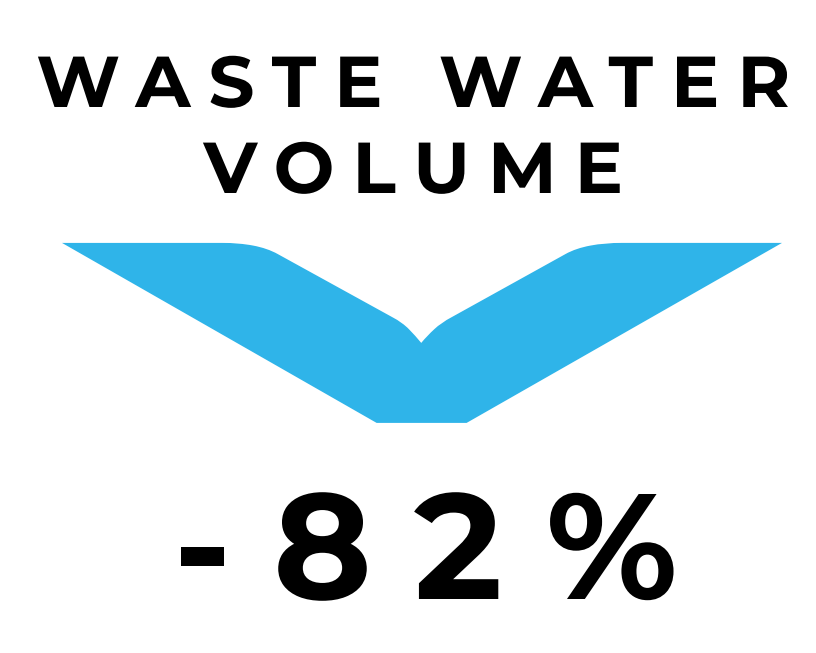
*"Voltea provided a solution that was years ahead of other traditional PoE and PoU treatment methods, and helped us significantly cut back on water waste and overall costs while delivering the perfect cup of coffee to our customers, every time."  
- Mehmet Beycan of OSMO*

### DECREASED MAINTENANCE; REDUCED COST

Voltea's DiUse system produced an impressive ROI, proving the technology was a smart investment that would continue to provide value over the long term. With the technology in place, OSMO saw:

- 82% decrease in waste water volume
- 81% decrease in electrical costs
- 50% reduction of incoming water costs
- 48% reduction in overall project costs

"We believe in giving our customers the very best, so we're always on the lookout for the newest, most cutting-edge technology available," said Mehmet Beycan, Operation Manager at OSMO. "Voltea provided a solution that was years ahead of other traditional PoE and PoU treatment methods, and helped us significantly cut back on water waste and overall costs while delivering the perfect cup of coffee to our customers, every time."



*Voltea's DiUse system produced an impressive ROI, proving the technology was a smart investment that would continue to provide value over the long term.*

### ASK MORE FROM YOUR WATER!



1920 Hutton Court #300 | Farmers Branch, TX | 75234 | 469.620.0133  
www.voltea.com | info@voltea.com  
Copyright©2018 | All rights reserved

