

➤ **WATER SECTOR**

CASA DEL AGUA  
Mexico City, Mexico

- monobloc Enoberg ELC 12-12-1 B A
- rotary table to load and unload bottles, inspection systems and saturator



VIDEO



GEO LOCATION

RAINWATER IS AN IMPORTANT RESOURCE WHICH MUST NOT BE WASTED. THIS IS A WELL KNOWN FACT IN MEXICO CITY AND MORE PRECISELY AT THE "CASA DEL AGUA", A BAR IN VIA PUEBLA IN THE AREA CALLED COLONIA ROMA, WHERE THE ONLY DRINK IS RAINWATER, PURIFIED AND FRESHLY SERVED OR AS PART OF AN INFUSION.

# CASA DEL AGUA



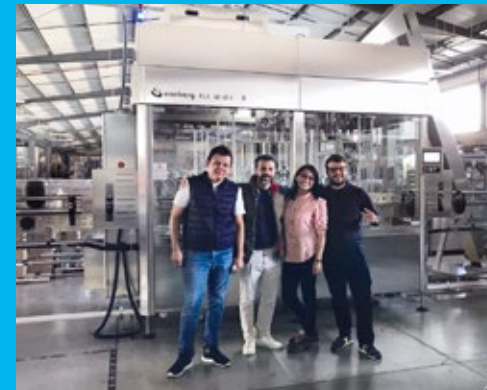
# BUSINESS AT ZERO DISTANCE WITH LATEST GENERATION TECHNOLOGY

Casa del Agua began as an eco bar in 2012 from an idea by Bozco Quinzaños, who has always believed in eco-friendly development and who created an original scenario where the protagonists are glass bottles, in which the rainwater is stored. It was a short step, from what started as a mainly manual production to an automatic one, able to serve a fast growing number of consumers! And it was very short for this Mexican company, which, thanks to the success of its initiative, had to quickly adapt to an industrial production system based on the use of automatic machines for bottling and capping glass bottles. To implement the new equipment in his bar, Bozco Quinzaños turned to ENOBERG for the supply of a turn-key line, that included a rotary monobloc from the ELC 12-12-1 B A range.



## ➤ HALF WAY BETWEEN ORIGINAL AND BIZARRE, A TOTALLY "GREEN BUSINESS CONCEPT"

Innovation to attract customers and beat the competition, while at the same time launching new models of development, able to satisfy the consumers requirements, above all for those regarding environmental sustainability. Over the last few years there has been a growing number of "stores" opening, with distinct characteristics, future "formats", that the French magazine LSA (specialised in commerce and consumption) put into a dossier, examining the thirty most significant cases in the world. Among these was, the new eco-friendly "concept" of Casa del Agua in Mexico City, just for the store's idea: "selling rainwater" an idea that is halfway between being original and bizarre, all of which is carried out in full view of the customers. The structure has an enormous green roof, through which the rainwater is filtered, and then onsite there is a system for distilling and purifying it. The water is then sold in recyclable, screen-printed, glass bottles which on their own have a value of over 75% of the final cost of the product.



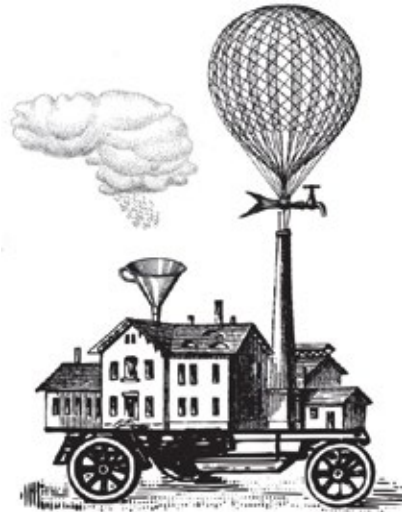
▼ **BELOW FROM LEFT:** KRISTIAN PÉREZ, TECHNICIAN FROM SMI CENTRALAMERICA; BOSCO QUINZAÑOS, OWNER OF CASA DEL AGUA; ZHAMARA LERMA, SMI CENTRALAMERICA SALES OFFICE AND STEFANO SCARONI, TECHNICIAN FROM ENOBERG.



# THE ECO BAR THAT ONLY SERVES... RAINWATER!

“HI, COULD I HAVE A GLASS, PLEASE?” THIS SEEMS LIKE A NORMAL QUESTION FROM ANY CUSTOMER, STANDING IN A BAR, WHO WOULD LIKE A GLASS OF WATER, BUT...  
 – LISTEN CAREFULLY – IN THE BAR OF CASA DEL AGUA, N° 242 VIA PUEBLA IN MEXICO CITY, PEOPLE DO NOT GO THERE TO DRINK THE USUAL ALCOHOLIC OR SOFT DRINKS, BUT THEY ONLY GO THERE TO DRINK RAINWATER. COLLECTED, PURIFIED AND FRESHLY SERVED.  
 AT THE MOST YOU CAN HAVE AN INFUSION, AS LONG AS IT IS STRICTLY “HOME MADE”.

The bar owned by Bozco Quinzaños is an excellent example of an eco-friendly business venture, thanks to which the rainwater, always freshly served, does not need to be transported or stored, ready for consumption without any resource waste or polluting agents. Even the “location” of Casa del Agua was built with the aim of safeguarding the environment, using wood as the main building material (another important element that needs to be respected). Maintaining the philosophy of the founder, the design of this bar-shop is structured between wooden combinations and big, bright windows with a strong visual identity that immediately sends an image of lightness and simplicity. The line supplied by ENOBERG, represents the first of a series of similar installations that will be installed in Mexico to satisfy the growing number of consumers situated in different geographical areas of the country. To contain distribution and transport costs, Casa del Agua prefer to install a number of low speed production units, spread evenly across the country, rather than concentrate everything in a single high speed line.



## WATER: THE MOST PRECIOUS RESOURCE FOR THE ECO-SYSTEM

Founded in 2012, this eco-friendly “bar” at zero distance was designed by the famous “interior designers” Héctor Esrawe and Ignacio Cadena, who reintroduced old traditions, eliminating the refrigerator and using natural materials like wood, and it is here among rustic and futuristic furnishings, that the water becomes perfectly pure, ready to be put into stylish, recyclable glass bottles, limiting waste production. The owners of Casa del Agua, convinced that water is a fundamental resource for the eco-system, decided to do something practical to preserve this precious, limited resource and they came up with the idea of building a system, partly on the top of their roof, to use rainwater, as in a city like Mexico City the annual rainfall reaches 750 millimetres. All this with the aim of offering its customers a pure uncontaminated product, undergoing the highest standard of purification available, which is high quality, healthy and alkaline (8.5 PH).





# FROM RAINWATER... TO DRINKABLE FOLLOWING THE RHYTHM OF MUSIC

Converting rainwater to drinkable water is a long process which takes around 60 hours. It all begins with the collection of the rainwater on the terrace of the Casa del Agua. Then, the water is carried through pipes to be collected in a 2,500 litre tank which is hung from the roof, here it is filtered for the first time, according to high standards of purification which consider three distillations, evaporation, condensation and ionisation. While classical music accompanies the dance of the drips, a carbon filter removes the taste, the smell and the colour, this is followed by the distillation. By doing this, the water loses all pollutants but also its mineral properties, these are then restored by an active carbon filter which is able to remineralise and ionise the product. A safe, efficient system, approved by the Mexican government, which follows a

precise protocol for purification and which allows the use of underground waters to be spared, avoiding the waste of this precious and increasingly rare resource. Every litre of rainwater used by Casa del Agua is a litre of underground water that has been saved: a useful strategy to prevent the massive deterioration of underground water basins. The system, invented by this Mexican company, could be installed in all the houses where there is the constant problem of drinking water.



## THE ADVANTAGES OF THE CASA DEL AGUA RAINWATER

- High quality water containing a low concentration of mineral salts.
- The “packaging” is inspired by eco-friendly and recycling concepts, as it uses recyclable, reusable glass bottles.
- The water is collected and filtered onsite.
- The water undergoes a high level of purification, in that it is subjected to triple filtering, evaporation and condensation which make it pure and perfect to drink. It is then remineralised and ionised, increasing its alkaline, antioxidant and hydration properties.

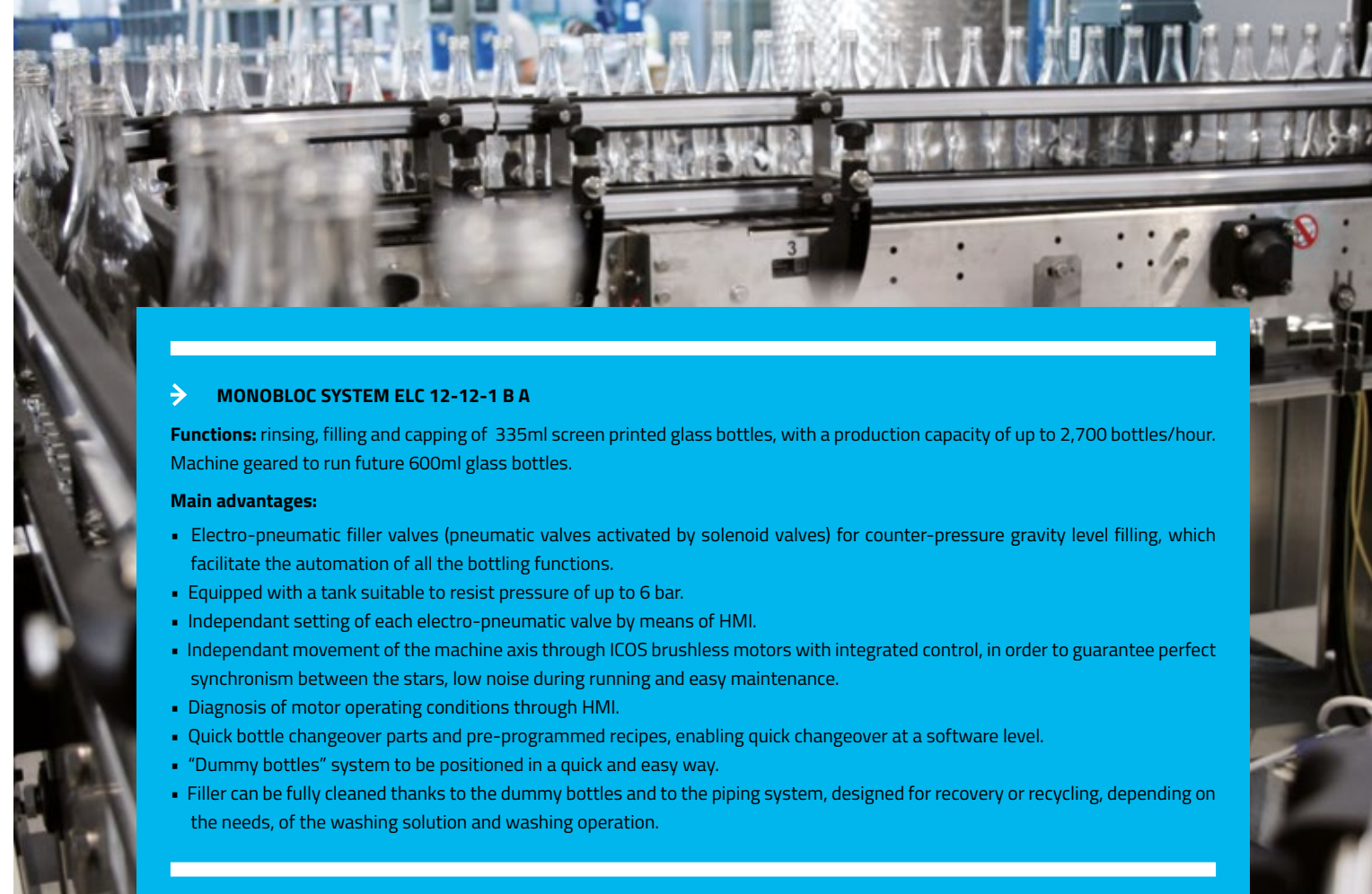




# ENOBERG SOLUTIONS FOR CASA DEL AGUA



To automate the bottling process of rainwater, Casa de Agua turned to the experience of ENOBERG, which supplied a turn-key installation with a monobloc ELC 12-12-1 B A comprising a rinser, filler and capper for aluminium screw caps. ENOBERG worked with the Mexican customer in every step, from the study, project, creation and installation of the production plant of 2,700 bottles/hour production plant, equipped with the most advanced technological solutions. The line supplied by ENOBERG allows Casa del Agua to efficiently follow its company "mission", that is to bottle rainwater, still or carbonated, which has previously been filtered and put through a process of mineralization and ionisation in order to maintain all its qualities. The solution supplied includes, as well as the monobloc, a rotary table to manually upload the bottles on to the line, inspection systems for checking the level, the presence and correct position of the cap, a progressive expeller to expel any bottles that are not compliant with the line, a saturator to carbonate the water and a rotary table to manually offload the bottles from the line.

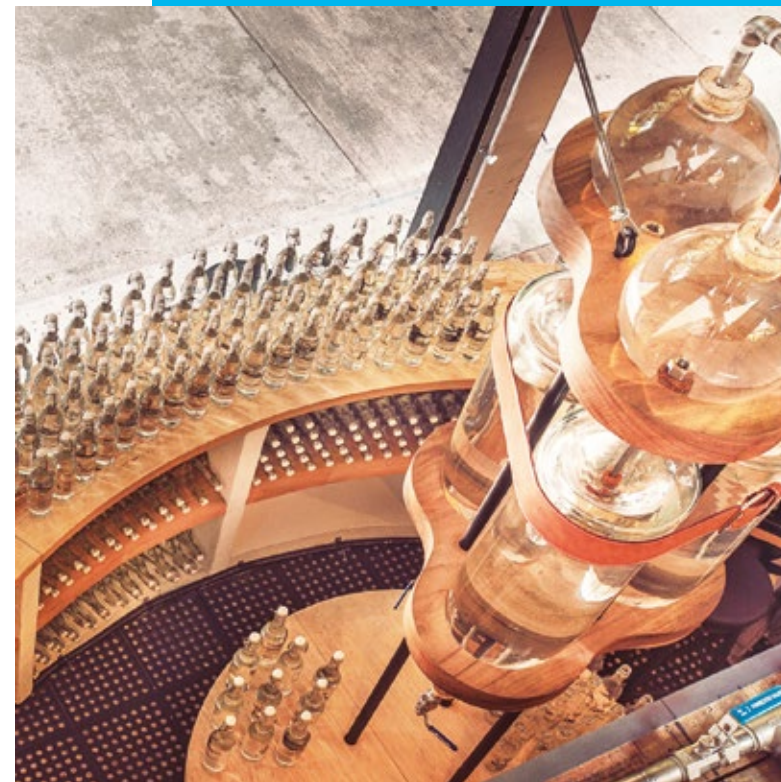


## ➤ MONOBLOC SYSTEM ELC 12-12-1 B A

**Functions:** rinsing, filling and capping of 335ml screen printed glass bottles, with a production capacity of up to 2,700 bottles/hour. Machine geared to run future 600ml glass bottles.

### Main advantages:

- Electro-pneumatic filler valves (pneumatic valves activated by solenoid valves) for counter-pressure gravity level filling, which facilitate the automation of all the bottling functions.
- Equipped with a tank suitable to resist pressure of up to 6 bar.
- Independant setting of each electro-pneumatic valve by means of HMI.
- Independant movement of the machine axis through ICOS brushless motors with integrated control, in order to guarantee perfect synchronism between the stars, low noise during running and easy maintenance.
- Diagnosis of motor operating conditions through HMI.
- Quick bottle changeover parts and pre-programmed recipes, enabling quick changeover at a software level.
- "Dummy bottles" system to be positioned in a quick and easy way.
- Filler can be fully cleaned thanks to the dummy bottles and to the piping system, designed for recovery or recycling, depending on the needs, of the washing solution and washing operation.





# HISTORY AND TRADITIONS IN A MODERN CONTEXT. THIS IS MEXICO CITY.

**M**exico City, capital of the country of the same name, offers a lot to its visitors. In the second most populated city after Tokyo, smog, traffic and skyscrapers merge with the folklore, the traditions and history of a fascinating population. In 2016, the prestigious newspaper the "New York Times" elected it queen of the "must visit" destinations: with 16 delegations and 300 districts – le colonias – Mexico City is one of the largest urban built up areas in the world, and where its contrasts can overwhelm first time visitors. Its size is without a doubt bewitching, and when you arrive by night you are charmed by the carpet of lights that the city spreads out under the sky.



## FOR THOSE WHO ARE LOOKING FOR A REASON TO VISIT MEXICO CITY ... HERE ARE A FEW CURIOSITIES AND REVELATIONS ABOUT THIS DESTINATION:

1. Mexico City is one of the capitals with the most museums in the world.
2. It is home to the only castle in Latin America, the Castillo de Chapultepec, dating back to the XVIII century, in the past it was an imperial palace and a presidential residence.
3. It has two UNESCO World Heritage sites: its historic centre and the campus of Universidad Nacional Autónoma de México (UNAM).
4. The forefather of Mexico City was called "Tenochtitlán", founded by the Aztecs on lake Texcoco and destroyed by the Spanish, today remains of canals can still be seen at Xochimilco, located in the extreme south-east of the city, which is now called "Mexican Venice".
5. Every year in mid July, in the neighbourhood of San Ángel, the "Feria de las flores" is held, the flower festival, a huge market where you can buy beautiful floral compositions to give to your loved ones.
6. Mexico City is home to one of the most visited religious sanctuaries in the world, the Basilica of Guadalupe, second only in popularity to the Basilica of Saint Peter in the Vatican.
7. It is home to the first hospital in America, "Hospital de San Felipe de Jesús", built in the XVI century.
8. Constitution Square, "El Zócalo" located in the historic centre, with its 5 thousand square metres is the second largest public square in the world.
9. The best way to get a scenic view of Mexico City is to climb to the top of the "Torre Latinoamericana", the first skyscraper to be built in 1956, and with its 44 floors and height of 183 metres, is one of the most famous buildings in Latin America.
10. Not far from the city centre you can visit "Plaza México", the largest "plaza de toros" in the world, with a diameter of 46 metres and which can hold more than 45,000 spectators.

