

### New Aquatabs livery

A new livery for *Aquatabs*, the world leading brand of water purification tablets is launched. This exciting new strip incorporates each step in the disinfection process in pictogram form to make using the product very clear and simple to non-literate people in developing countries around the world. The pictograms appear across 2 tablets at a time so the instructions remain intact until the tablets are finally used. The strips are colour coded for emergency and household use and for each tablet size.

The front of the strip has undergone a complete redesign to improve the aesthetics and quality image of the brand making it more eye catching on display and importantly, aspirational to its low income user base. As the changes were evolutionary in nature, the branding remains immediately recognizable, whilst incorporating a new element of bubbles to communicate the effervescent nature of the product.

Speaking of the redesign, Michael Gately, Head of Sales and Marketing, Medentech, says that he is delighted with the collaborative work with international partners undertaken on the redesign of the *Aquatabs* product. He further stated that the proprietary usage graphics helps *Aquatabs* continue to set the international Gold Standard for water purification tablets.



### Aquatabs launched in Sri Lanka

June saw the launch of *Aquatabs* in Sri Lanka, distributed by George Steuart (Agencies) Limited, a subsidiary of George Steuart & Company (Pvt) Limited, the oldest mercantile establishment in Sri Lanka. This latest launch is part of an ambitious global launch program to make *Aquatabs* available in countries where large percentages of the population do not have access to safe drinking water” said Mr. Vijay Malik, Country Manager, Medentech, at the recent launch of *Aquatabs* in Colombo. In addition he said, “Over 1.1 billion people do not have daily access to safe drinking water and this latest launch brings us closer to our goal of making a significant contribution to the reduction in mortality and morbidity due to water borne diseases in vulnerable populations, through a sustainable and cost-effective *Aquatabs* programme.



### Medentech celebrates 25 years

Medentech celebrates 25 years in business by donating 25 million litres of *Aquatabs* water purification tablets to UNICEF.

“We are delighted to donate *Aquatabs* water purification tablets to UNICEF to help improve access to safe drinking water to those most in need around the world” says Dr. Oran McGrath Managing Director, Medentech. Medentech commenced operations in March 1984 and rapidly became the world’s leading supplier of water purification tablets with its brand *Aquatabs*.

