

TAVEUNI WATER / WATER FOR EVERYONE

BUSINESS CONCEPT / PACKAGING INNOVATION / COMMUNITY WATER INFRASTRUCTURE



VISUAL IDENTITY / PEOPLE · NATURE · TOMORROW

BUSINESS CONCEPT / PACKAGING INNOVATION / COMMUNITY WATER INFRASTRUCTURE

1 Executive proposition

Taveuni Water proposes a premium still and sparkling water business, manufactured on Taveuni, Fiji, using distinctive cylindrical paperboard packaging modelled on established three-ball and four-ball tennis-ball tubes. Commercial sales would finance the design, construction and long-term maintenance of community water supply infrastructure. The purpose is to turn the value of Taveuni water into dependable household access to safe water.

The problem and the opportunity

Residents report unreliable supply despite natural freshwater resources. The constraint is not necessarily absolute water abundance: source yield, seasonal drought, water quality, catchment protection, storage, treatment and distribution must be assessed separately. Reporting in 2026 documents persistent shortages in South Taveuni and Naselesele. The Water Authority of Fiji has also announced a budgeted South Taveuni project pending land access, so this enterprise should complement and coordinate with existing public works, not duplicate them [1–4].

Core commitments

• Community supply has priority over commercial abstraction, with an independently verified sustainable source allocation. • A ring-fenced infrastructure fund receives a defined, auditable share of commercial receipts or distributable cash flow. • Community representation, transparent reporting, affordable access and funded operations/maintenance are built into governance. • Packaging environmental claims are made only after independently verified testing of the complete package and its disposal pathway.

What is decided, and what is not

Design direction agreed: Taveuni waterfall/reef identity; paperboard tennis-tube format; existing three- and four-ball dimensional standards; pop-top opening; still and sparkling products; commercial funding of a local water network. Not yet established: exact tube specification and resulting fill volume, technical feasibility of compostable pressure packaging, source rights, community coverage, production economics, capex and investment terms.

ISLAND / NATURAL BEAUTY



01 BOUMA FALLS



02 TAVEUNI COASTLINE



06 RAINBOW REEF

2 Brand, product and market

Identity and value proposition

The approved graphic combines waterfalls, mountains, tropical vegetation, coral reefs and a cylindrical kraft-paper container. The commercial promise is premium island water with a measurable local benefit: a share of the business builds community water systems. Suggested working proposition: “Taveuni Water — Water for Everyone.” The social contribution must be specific and measurable, not an unsubstantiated “every purchase fixes water access” claim.

Product architecture

Range

Packaging basis

Liquid / opening

Positioning

Still

Existing three-ball and four-ball tennis tube external dimensions

Actual capacity derived from selected tube internal geometry,

liner, ends and headspace; easy-open sealed lid

Hotels, restaurants, retail, tourism and export

Sparkling

Same existing tube geometry, subject to pressure qualification

CO2-retaining barrier and certified pressure-rated ring-pull;

positive internal pressure, not vacuum

Premium hospitality and export channels

Market entry

Start with Fiji hospitality and tourism venues and selected premium retail accounts, then evaluate Australian and New Zealand specialty channels before wider exports. Distribution must be supported by landed-cost modelling, shelf-life testing, food labelling compliance and evidence that consumers will pay a premium. Avoid a mass-market export rollout before repeat orders and acceptable gross margins are demonstrated.

Price discipline

No retail price or volume has been fixed. Conduct willingness-to-pay tests against imported sparkling water, FIJI Water and other premium beverages. Price should cover source management, production, packaging, freight, distribution margin, taxes, commercial overhead, community-fund contribution and reinvestment.

NATURAL RESOURCES



03 RAINFOREST



04 LAVENA COASTLINE



05 MOUNTAIN LANDSCAPE



07 NATURAL FRESHWATER

PHOTOGRAPHIC REFERENCE

3 Packaging innovation and engineering

Tennis-ball-tube dimensional rule

Select one or more real, commercially available three-ball and four-ball tennis tube references and measure their external diameter, overall height, internal diameter, closure allowance and pallet configuration. Do not choose arbitrary 750 mL or 1 L capacities. Water fill is calculated after actual construction and headspace are specified. A shared diameter could simplify closures and tooling; the four-ball format is longer.

Proposed construction

• Structural body: spiral-wound or composite paperboard with wet-strength and compressive-strength validation. • Internal liner: food-contact compliant, liquid-tight, oxygen/CO2 barrier where required, with migration and taste testing. • Ends: pressure-rated base and hermetic easy-open ring-pull lid. Aluminium is a credible prototype component but conflicts with a wholly compostable objective. • For still water, vacuum or controlled-atmosphere sealing may be evaluated, but vacuum can buckle unsupported paperboard. • For sparkling water, pressure rises with temperature; evaluate worst-case shipping/storage heat, burst strength, creep, seam integrity and CO2 loss.

Comparable technology

SmartCan advertises a paper-based carbonated-beverage can rated to 6.2 bar. Importantly, its published design still uses aluminium ends and an LDPE-based inner barrier. This demonstrates feasibility of paper-dominant pressure packaging, not a commercially proven fully biodegradable can [5].

Testing gates

Food-contact and migration; pressure and drop tests; tropical heat/humidity and wet stacking; shelf life and microbial stability; CO2 retention; pallet compression; transport vibration; recycling/compostability certification in actual target markets. Never label the complete product biodegradable, recyclable or plastic-free without evidence.

PACKAGING / INNOVATION



11 THREE-BALL TUBE



12 FOUR-BALL TUBE



13 PAPERBOARD CYLINDER



14 POP-TOP CLOSURE

PHOTOGRAPHIC REFERENCE

4 Production facility and water source

Process concept

Water-source assessment and permitted abstraction → protected intake → raw-water storage → fit-for-purpose treatment → quality assurance → still-water filling or carbonation → hermetic closure → coding and packing → warehouse and distribution. Detailed treatment is determined by laboratory analysis; “natural” does not mean untreated water is safe.

Facility requirements

• Land with secure tenure, safe access, power, cleanable food-grade production areas, drainage, wastewater treatment and resilient transport access. • Water chemistry, microbiological testing, source-yield monitoring and documented quality system. • Filling and closure equipment proven for the selected paperboard composite and pressure specification. • Packaging procurement and inventory planning; printed tube conversion may be imported initially if local manufacture is uneconomic. • Staff training, preventive maintenance, traceability, product recall capability and export documentation.

Source safeguards

Complete dry-season hydrology, ecological-flow and competing-use studies before allocating any commercial water. Household and community demand, including growth and drought contingency, must be secured ahead of production. Water rights, landowner and customary-land interests, environmental permissions and water supply responsibilities require Fiji legal and regulatory review.

Development approach

Stage 1: source/community surveys and packaging samples. Stage 2: pilot production with verified shelf life. Stage 3: modest commercial facility tied to first funded network segment. Stage 4: expand only after operational evidence and sustained community-fund receipts.

PRODUCTION / LOGISTICS



15 PRODUCTION FACILITY



16 PACKAGING & PALLETISATION



19 EXPORT LOGISTICS

PHOTOGRAPHIC REFERENCE

5 Community water network: the primary social outcome

Problem definition

Fiji's National Development Plan recognises persistent rural and outer-island supply deficits. On Taveuni, reports describe years of unreliable service, while a 2026 government project at Loloi Settlement illustrates the kinds of infrastructure needed: protected spring intake, storage and distribution pipes [1–4, 6]. The specific target communities must be chosen with residents and local authorities.

Network scope

Component

Feasibility question / deliverable

Community mapping

Identify villages, households, existing connections, affordability, land access and priority service gaps.

Source and treatment

Confirm dry-season sustainable yield, quality, protected intake and suitable disinfection.

Storage and distribution

Design reservoir capacity, gravity-fed routes where feasible, pumps if needed, pipes, valves and household connections.

Operations and governance

Establish operator, maintenance budget, spare parts, water testing, tariff/subsidy approach and grievance mechanism.

Resilience

Drought planning, cyclone resilience, leak management, emergency storage and independent service monitoring.

Funding mechanism

Create a ring-fenced Community Water Infrastructure Fund, with an independent oversight committee and audited annual accounts. A specified contribution formula should be selected only after financial modelling; it may combine a minimum per-unit payment with a share of positive operating cash flow. Consider grants or concessional capital to accelerate the first network instead of waiting for many years of beverage sales.

Governance principle

The community water network should not depend on continued bottling profitability. Assets should be held or governed under a locally appropriate community/public-interest structure, with a funded maintenance reserve and enforceable supply priorities.

WATER / COMMUNITY



08 VILLAGE LIFE



09 EXISTING WATER INFRASTRUCTURE



10 WATER NETWORK CONSTRUCTION

PHOTOGRAPHIC REFERENCE

6 FIJI Water: evidence of success and lessons

FIJI Water is an instructive commercial comparator, not a direct operational template. It was founded in 1996, acquired by The Wonderful Company in 2004, and developed a globally recognisable premium position around Fijian provenance, a distinctive square bottle and intensive brand marketing. The company says it distributes to more than 80 countries and describes itself as the leading premium imported bottled-water brand in the United States [7].

Success assessment

Dimension

Evidence / interpretation

Lesson for Taveuni Water

Brand differentiation

Distinctive shape and origin story reinforced by premium placement and

celebrity visibility [7, 8].

Make the paper cylinder, island imagery and measurable community

benefit unmistakable.

Export and scale

World Bank describes rapid growth and Fiji bottled-water exports

becoming a major export category [8].

A Fiji-origin premium export can succeed, but needs substantial

marketing and distribution capital.

Business resilience

World Bank notes mineral-water exports recovered beyond 2019 levels

in 2021 [8]. Build diversified channels and robust logistics, not solely resort demand.

Social contribution

Company reports FIJI Water Foundation investments exceeding

US$20.5m since 2007 [7].

Ring-fence community funding and publish independently audited

outcomes.

Environmental exposure

FIJI Water has faced scrutiny over packaging, shipping emissions and

carbon claims [8, 9].

Use life-cycle analysis and cautious, independently validated

environmental claims.

Commercial caution

FIJI Water is privately held and product-specific audited revenue, margins and profits are not publicly established in the reviewed sources. Market position, international distribution and export-sector growth support a conclusion of strong brand and commercial traction, but they do not justify inventing sales, profit or return-on-investment figures. Taveuni Water should not assume FIJI Water-level scale or margins.

FIJI WATER / MARKET



17 FIJI WATER PRODUCT



18 PREMIUM RETAIL MARKET

PHOTOGRAPHIC REFERENCE

7 Commercial model, risk and investment gates

Business model

Revenue: still and sparkling water sales through hospitality, wholesale, retail and export. Costs: collection/treatment, carbonation, packaging, labour, energy, freight, commissions, quality control, insurance, compliance, marketing and administration. Cash is allocated to taxes/debt service, operating reserve, agreed community infrastructure contribution and business reinvestment. Financial projections require supplier quotations and customer commitments.

Key risks and controls

Risk

Response

Water competition / seasonal shortage

Hydrological assessment; community-first water allocation; abstraction limits and independent monitoring.

Pressure failure or carbonation loss

Validated pressure-rated materials, seams and lids; accelerated heat and shelf-life tests.

Greenwashing / disposal claims

Full-pack certification, material disclosure and verified end-of-life pathways.

Capital intensity and slow sales

Pilot line, staged capex, distributor letters of intent and contribution-margin testing.

Freight and island logistics

Model delivered costs, port/road constraints, pallet weights and cyclone interruptions.

Community trust / governance

Local representation, public reporting, fair benefit sharing and clear network ownership.

Overlap with public water works

Coordinate with Water Authority of Fiji and landowners; target unmet gaps.

Go / no-go conditions

Proceed to pilot only when: (1) sustainable source rights and community safeguards are credible; (2) prototype packages pass safety and shelf-life tests; (3) commercial price and landed margins are plausible; (4) priority network segment and its cost are mapped; and (5) the contribution formula is demonstrably affordable.

COMMUNITY / ENVIRONMENT



20 COMMUNITY PARTICIPATION



21 RELIABLE WATER ACCESS



22 REEF PROTECTION

8 Implementation roadmap and immediate decisions

Phase	Work products	Decision gate
0 | Stakeholder alignment	Village consultation; WAF coordination; customary-land and water rights mapping; shortlist of communities.	Agreed public-benefit scope and no conflict with priority
1 | Technical feasibility	Water quality/yield; measured tennis tubes; supplier samples; pressure/liner tests; preliminary network engineering. Technically feasible source, packaging and infrastructure.	household supply.
2 | Commercial validation	Hospitality/retail trials; freight and channel quotations; packaging cost; pilot capex and operating model. Verified demand and sustainable unit economics.	Demonstrated service and repeatable commercial operations.
3 | Finance and approvals	Permits, land agreements, investor/grant strategy, ring-fenced fund and community governance. Fully costed and legally executable project.	
4 | Pilot and first network	Pilot filling, measured product performance, audited fund payments and first community connections.	

Immediate next decisions

• Which Taveuni communities are the initial beneficiaries: Matei/Maravu area, Naselesele, South Taveuni or another defined service area? • Which commercially available three-ball and four-ball tube manufacturer/specification will govern both product formats? • Will a paperboard body with recyclable aluminium ends be accepted for the first pilot while a fully compostable closure is researched? • What legal vehicle will own the business, and what independent entity will oversee community water assets and the infrastructure fund?

Bottom line

Taveuni Water has a compelling differentiated proposition, grounded in a real community need and supported by evidence that Fiji-origin premium water can achieve international recognition. Its commercial and social viability remain unproven. The strongest path is a carefully staged pilot, with community water access protected as a binding design condition rather than a discretionary marketing benefit.

Sources and research notes

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Supplier specifications, permissions, commercial projections and environmental claims require independent due diligence.