

Sustainable F&B Networking



Common Grounds Terra Menteng
& Bimasena at The Dharmawangsa,
Thursday, 16 & 23 January 2025

Contents

1	Waste4Change	Waste management service
2	duitin	Waste management service for recyclables
3	boolet	Used skewers and chopsticks upcycling solution
4	noovoleum	Used cooking oil collection for sustainable aviation fuel production
5	kecipir	Organic and sustainable grocery marketplace Organic fertilizer from coffee and eggshell waste
6	Surplus	Food rescue app
7	FoodCycle	Food bank and organic waste collection
8	WaterHub	Drinking water refill solution
9	Purezza	Drinking water refill solution (still & sparkling water)





- Pay subscription fee to responsible waste management services for **all types of waste** (organic, recyclables, residue) so your business becomes **Zero Waste to Landfill**.
- Event waste management, e.g. Brightspot Market, Ray Janson Industry Night, Coldplay concert, etc.

Recycled Products

Waste-to-Energy





waste4
change

Waste Management Collaboration

brightspot

Brightspot Market

26 – 28 Juli 2024

2 – 4 Agustus 2024

Brightspot Market

16 – 29 September 2024

3 – 6 Oktober 2024

www.waste4change.com

Waste4Change other F&B clients:



Responsible Waste Management service provides a more sustainable alternative by integrating circularity principles to the current waste management value chain



Source-segregation

- Regular source-segregation education is done by our personnel
- Performance can be monitored from each client's Waste Journey Report

Collection

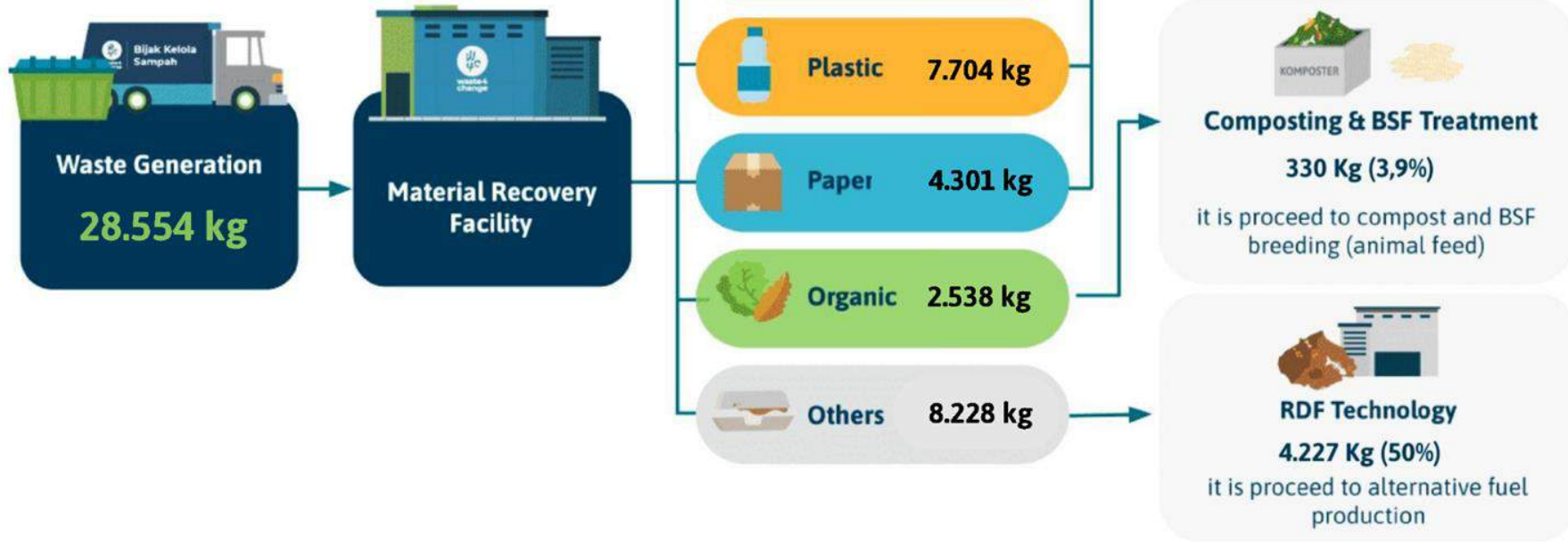
- Source-segregation efforts are not futile because of our color coded source-segregation system.
- Professional logistical compliance (scheduled, delivery order system, appropriate PPE, appropriate permits)

Treatment

- Material Recovery Facility maximizes recycling by employing personnel with professional work systems and appropriate equipment
- Unique Waste Journey Report is generated monthly for each clients

brightspot

Overall Waste Journey



Brightspot Event the CO₂ emissions were saved, it is **equivalent to:**
on July 26th – August 4th 2024

86,4

tree seedlings grown for
10 years



345.135

numbers of smartphones
charged



588

gallons of gasoline
consumed



30,6 km

average driven
distance
diesel car



45,8 km

average
motorcycle
distance



Reference:

<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

<https://ourworldindata.org/travel-carbon-footprint>



waste4
change



THE DHARMAWANGSA
JAKARTA

Responsible Waste Management Collaboration The Dharmawangsa Jakarta

Since 2022

www.waste4change.com

www.waste4change.com

Why did **The Dharmawangsa**

choose  to manage the waste?

waste4
change

● The current state of waste management in Indonesia

There are 3 main issues of waste management in Indonesia that we need to solve together with all the stakeholders



Environmental Issues

- Limited operations hinder the improvement of recycling rate
- Non-integrated waste management system causes unutilized recyclable



Professionalism Issues

- Lack of professionalism (administrative, personal protective equipment, punctuality, etc.)
- Many client waste management systems do not meet regulatory standards.



Traceability Issues

- Poor waste recording method
- Difficulty in measuring waste management progress can hinder clients' ability to track their performance effectively

Responsible Waste Management service provides a more sustainable alternative by integrating circularity principles to the current waste management value chain



Environmental

- SOURCE SEGREGATION
- **Regular source-segregation education** is done by our personnel
 - Performance can be monitored from each client's Waste Journey Report



Professional

- PROFESSIONAL WASTE COLLECTION
- Source-segregation efforts are not futile because of our color coded source-segregation system.
 - **Professional logistical compliance** (scheduled, delivery order system, appropriate PPE, appropriate permits)

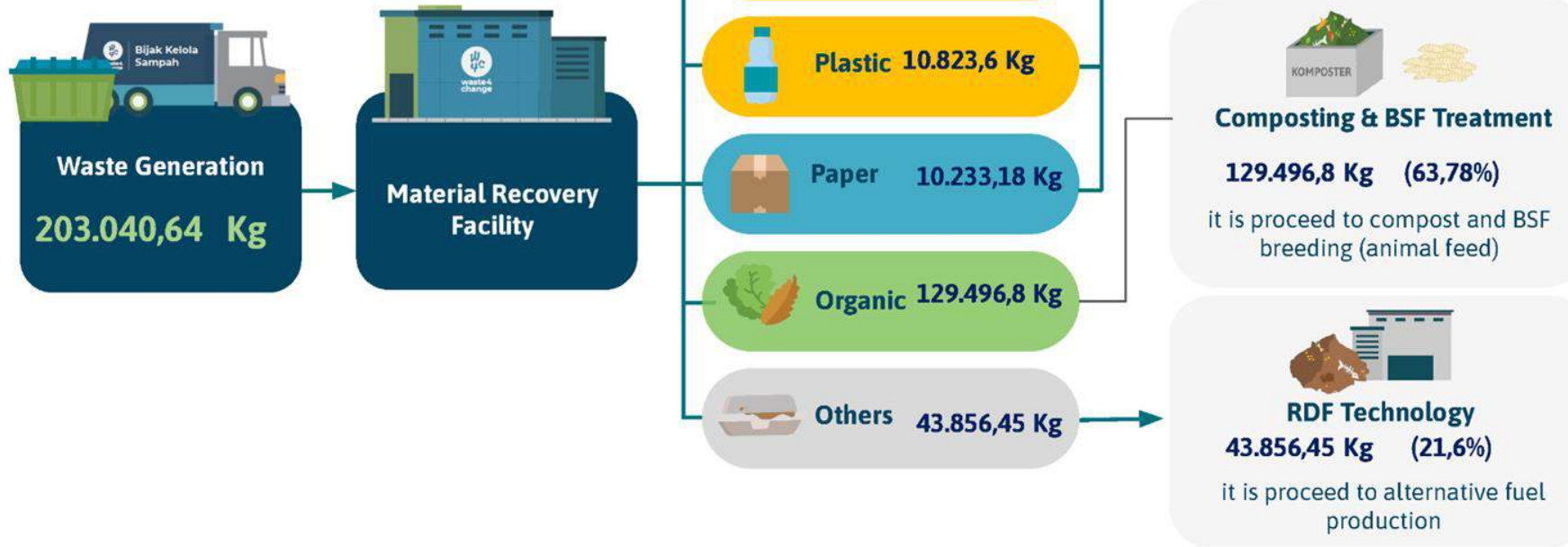


Traceable

- TRACEABLE WASTE TREATMENT
- Material Recovery Facility **maximizes recycling** by employing personnel with professional work systems and appropriate equipment
 - **Unique Waste Journey Report** is generated monthly for each clients



Waste Journey Dharmawangsa Hotel 2024



During 2024 The Dharmawangsa Hotel the CO₂ emissions were saved, it is equivalent to:



1.565

coniferous tree
seedlings grown for 10
years



7.652.551

numbers of smartphones
charged (average consumed
22,6 watt each day)



553,5 km

average driven
distance
diesel car



830 km

average
motorcycle
distance



Reference:

<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

<https://ourworldindata.org/travel-carbon-footprint>

www.waste4change.com

Thank You



+62821-1110-0170
contact@waste4change.com

Kantor Waste4Change Vida Bumipala,
Jl. Alun Alun Utara, RT.002/RW.001, Padurenan,
Mustika Jaya, Bekasi City, West Java 17156

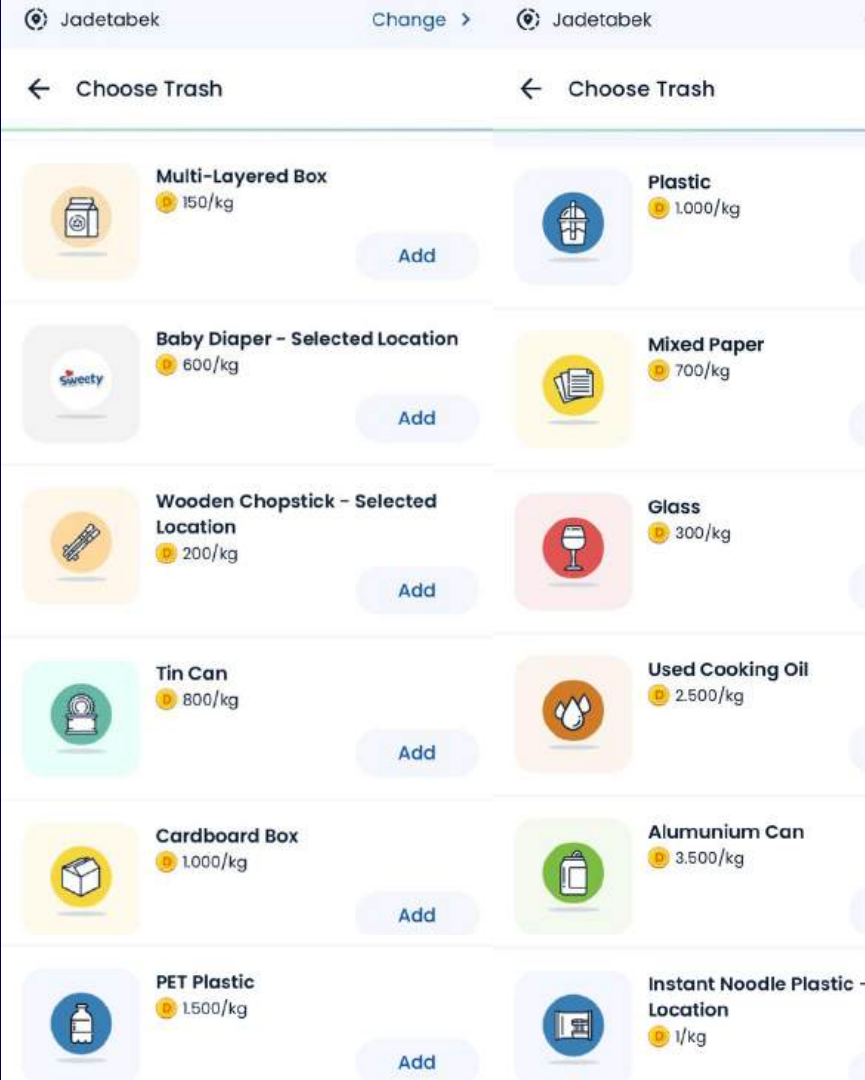
   Instagram, Twitter, LinkedIn
@waste4change

  Facebook, Youtube
Waste4Change



- [B2C] Receive money/products for sorting, weighing, and ordering pickup for your recyclable waste.
- [B2B] Pay **subscription** fee for recyclable waste management services, and **receive money** for providing your **recyclables**.

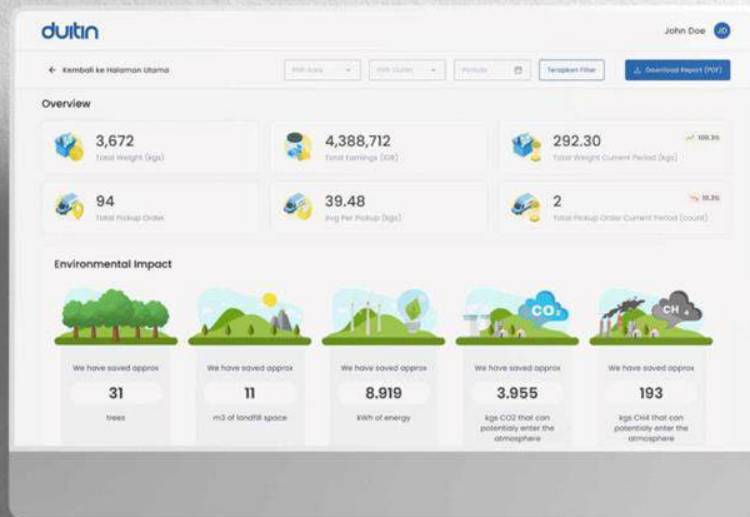
Recycled Products



We make recycling accessible.

↪ Kemudahan adalah bagian dari Aksi Nyata dalam mencapai cita.

duitin



Why Sustainability Matters for the F&B Industry?

- Sustainability is not just about compliance, it's about *creating a lasting impact* while reducing environmental footprints.
- The F&B industry *contributes significantly* to Indonesia's waste problem..



duitin



Measuring the Impact.

+80,000

kgs of recyclable waste recovered
across different waste categories



**amount of
trees saved**
from being cut down

381



**landfill space
saved**
from being filled (m³)

474



**liters of
water saved**
from being used (liters)

4.7M



**prevented
co2-e emissions**
from potentially entering the
atmosphere (kgs)

130K

Think of it like this: 130K kilograms of CO2-e is equivalent to **driving a city car for 520,000 kilometers**; enough to circle Indonesia more than 30 times!





total distance
with cargobike
period September to
October 2024

892,8 km



prevented
co2-e emissions
from potentially entering the
atmosphere (kgs)

8.222





- Purchase **upcycled** furniture and products (coasters, menu stand, etc.) from **used chopsticks and skewers**.
- Provide your used chopsticks and skewers to be processed into creative products, such as coasters, furniture, etc.

Less Packaging

Less Carbon Footprint





GIVE IT A NEW LIFE

**Prepared by
Cindy Susanto (Founder)**

THE PROBLEM

Waste impact

The average
daily waste
per person **0.74kg**
(Ehinger, 2024)

Unsustainable business model

with the current
linear economy that lead
to high volume of single
use habits (Setiawan, 2021)

**Health & Enviromental
effect on Landfill,**
as it release toxins and
methane gasses
(Ramdhani, 2022)

THE SOLUTION

Circular economy to create more **sustainable ecosystem**.



15.000 Ton disposable skewers and chopstick used yearly in Indonesia (Anam, 2022)

Over **252 satay** varieties in Indonesia (Novena, 2012)

We are starting by repurposing ***single-used chopsticks & skewers*** into sustainable material

We implement **high production standards** and **sterilization**

Market Size

24 Billion USD

Bamboo engineered
Market Globally
(Sawlani, 2024)

Total Available Market

2.8 Billion USD

Bamboo engineered
Market Indonesia
(Business Wire, 2022)

Servicable Available Market

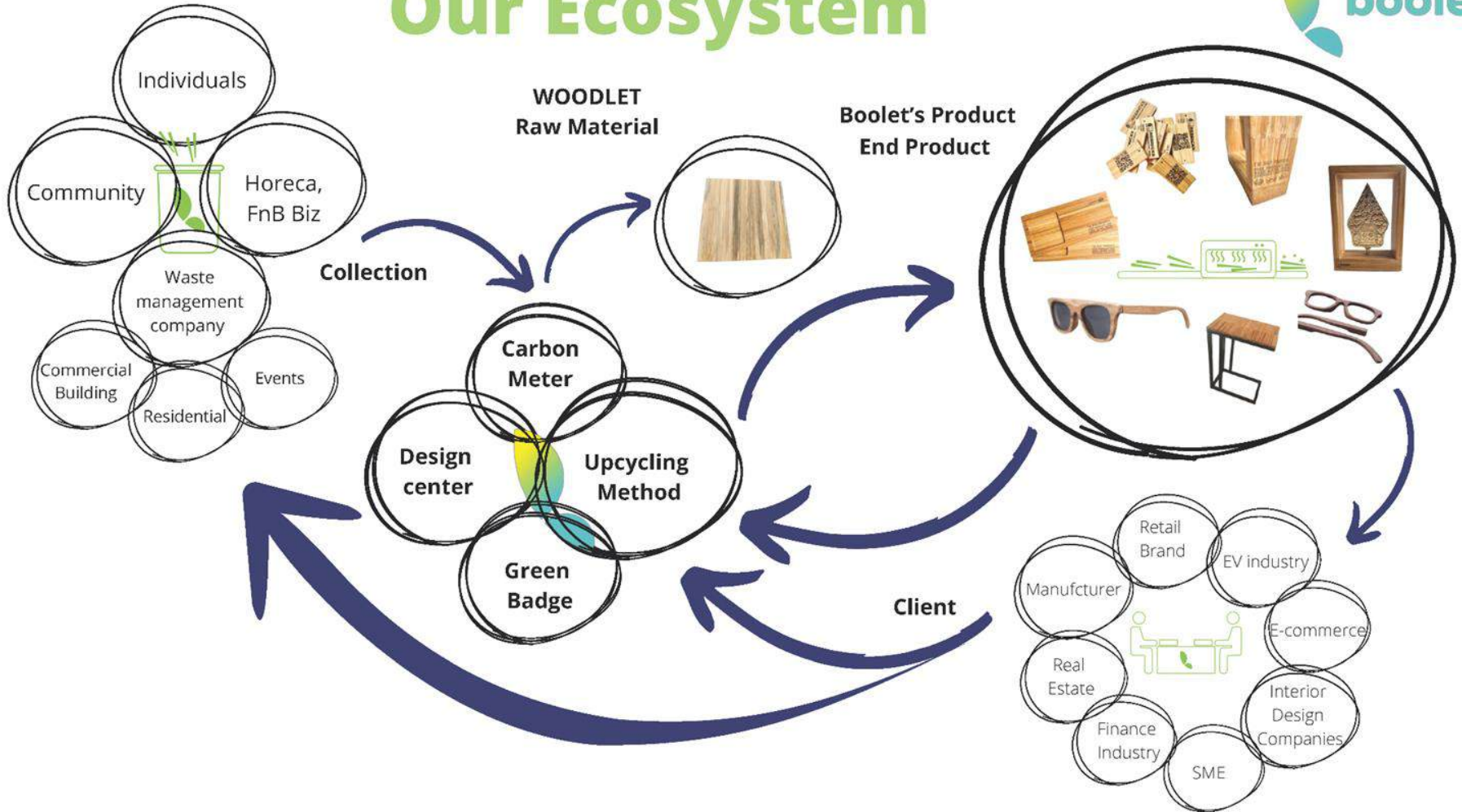
10 million
USD

Product
by Boolet

0.4% of SAM

Goal by 2029

Our Ecosystem

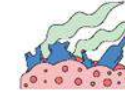


Our Impact

Target 2029



Trees Saved From Being Cut



Landfill Area Being Freed



Reduce Carbon Footprint



Grow Bamboo Industry



Champion Our Craft Heritage



brightspot

ALVA



luwansa



BINUS



DC



Meet Our Team



Cindy Susanto
Founder & CEO



Denisa
Co-Founder & CMO



Vanessa
Co-Founder & COO



Kemal Benyamin
Chief Engineer



PT. Kharisma Bina Mandiri

THE OPPORTUNITY

- > Tell your **circular economy story** together with Boolet
- > Please contact CEO Cindy Susanto to have an initial conversation.
- > Connect@boolet.id
+62 8777 567 9052



WWW.BOOLET.ID



sarirasa
tanahmula

Sustainability at Sarirasa Group

About : Tanahmula



1974

! !
Satay House
Senayan

75+



Restaurant outlets and
growing

2019



Initiate sustainability
journey

2024



Tanahmula : Waste Management Goal

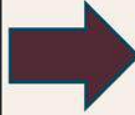
Zero waste to
landfill

3 Rs

- ❖ Reduce
- ❖ Reuse
- ❖ Recycle

Partnership

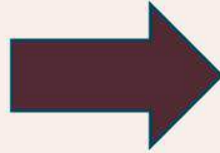
SITUATION



CHALLENGE FOR MIXED WASTE

SOLUTION

SEGREGATION AND SORTING



BY SEGREGATION AND SORTING WASTE CAN INCREASE RECYCLING AND
UPCYCLING

SOLUTION

SEGREGATION AND SORTING



BY SEGREGATION AND SORTING WASTE CAN REDUCE WASTE TO LANDFILL

SOLUTION

SEGREGATION AND SORTING

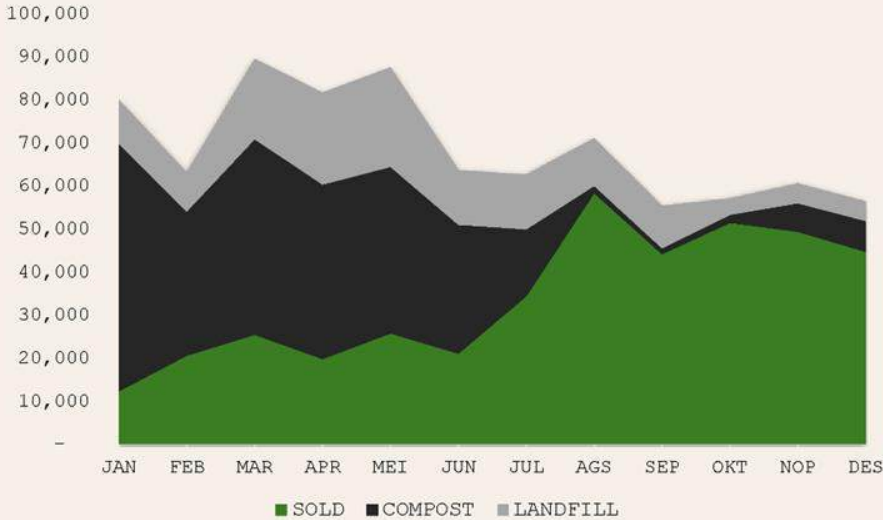


BY SEGREGATION AND SORTING WILL INCREASE THE VALUE OF WASTE

RESULTS - STRATEGY MANAGEMENT

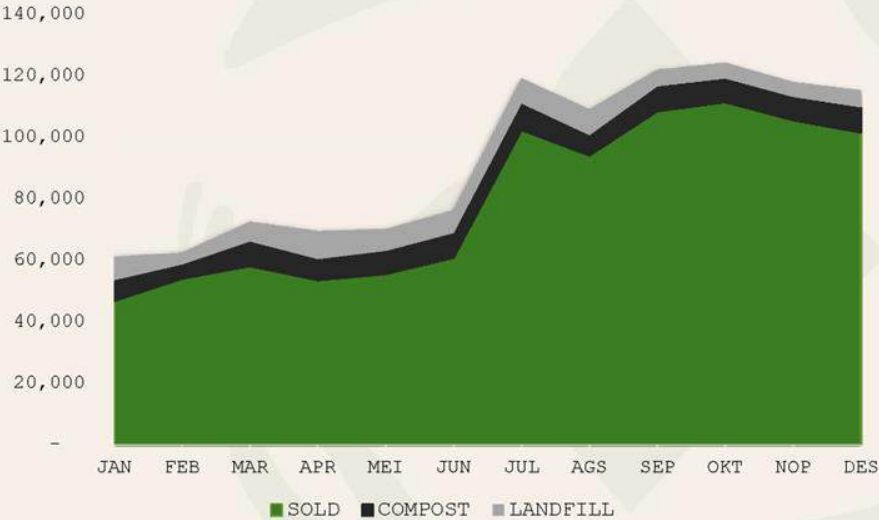
Avg 69.178
Kg/month

FLOW OF WASTE 2023

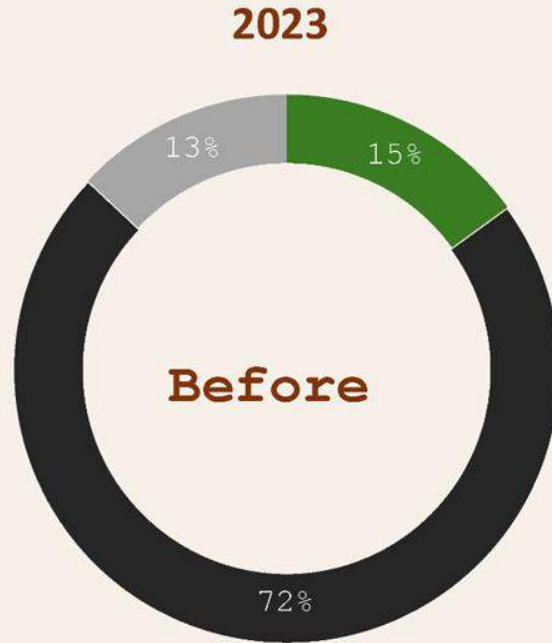


Avg 93.308
Kg/month

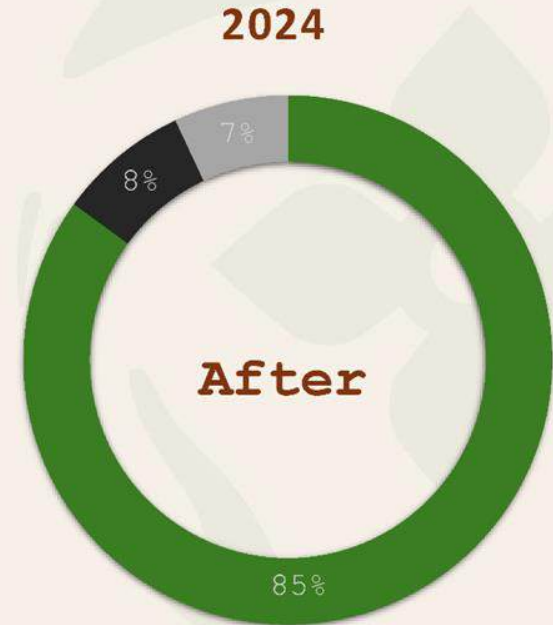
FLOW OF WASTE 2024



Impact : Sustainable Programs



CATEGORY	%
UPCYCLE	567%
COMPOST	-11%
LANDFILL	-54%

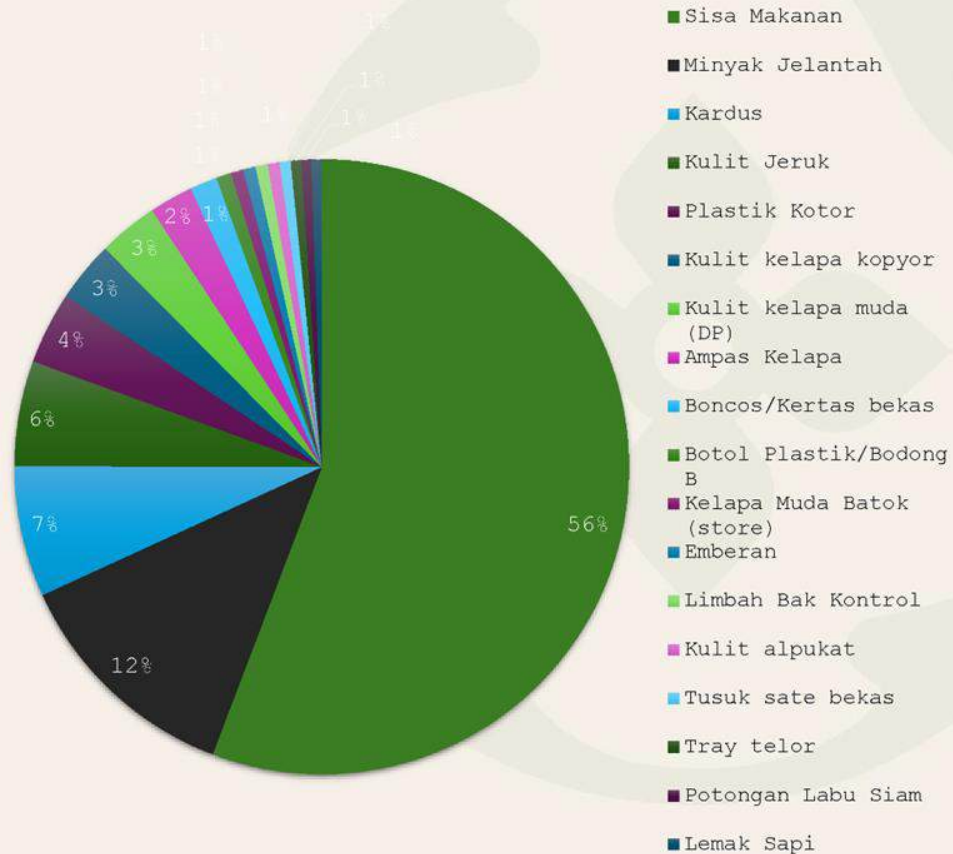
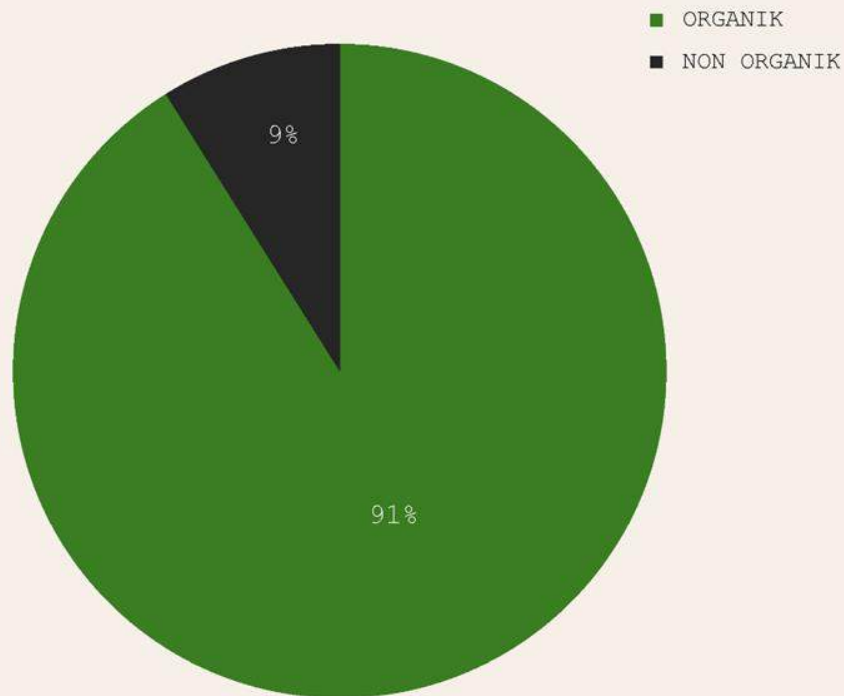


■ UPCYCLE/RECYCLE

■ COMPOST

■ LANDFILL

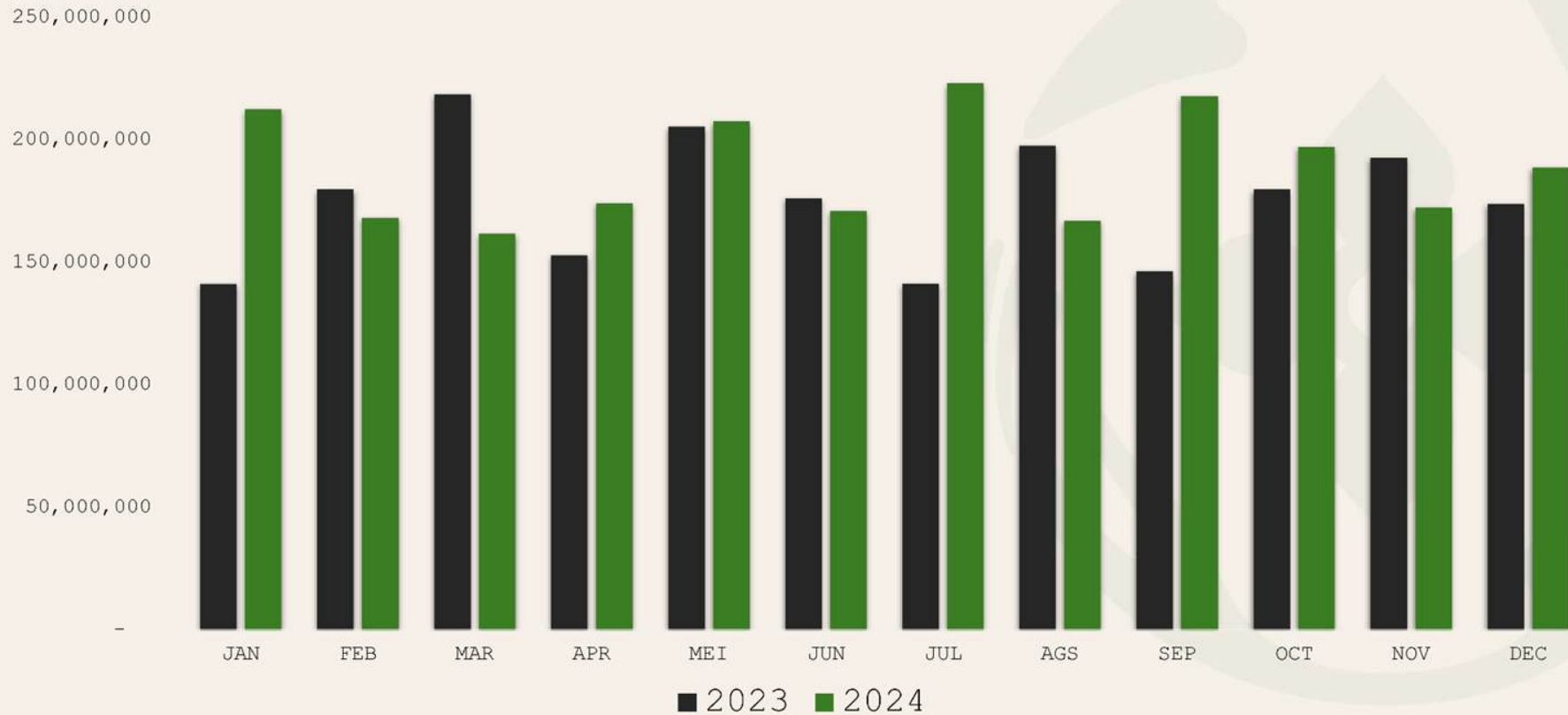
COMPOSITION OF WASTE 2024



TOP 15 OF WASTE 2024 (KG)



REVENUE OF WASTE



RECYCLE/UPCYCLE





TERIMA KASIH





- Receive Rp 7000-10000 /liter from providing **used cooking oil** to dedicated volume partners. Store your used oil in jerrycans, noovoleum will pick up and process into Sustainable Aviation Fuel.

Renewable Energy

Less Waste





MAKING F&B BUSINESSES GREEN ENERGY CHAMPIONS

noovoleum partners with restaurateurs, hotel chains, and F&B businesses to streamline the collection of used cooking oil (UCO), turning what was once waste into a valuable resource. By providing efficient collection systems and B2B arrangement,, we ensure that UCO is responsibly repurposed into Sustainable Aviation Fuel (SAF). This Volume Partnership drives a transformative movement and to the global push for greener energy solutions and a more sustainable future.

Free UCO pick-ups, jerry cans support,
and sustainability certification

Social Media collaborations, media
partnerships and media donations

B2B UCO collection

Providing premium prices ranging
between IDR 7.000-10.000/liter to
dedicated Volume Partners





- Source organic groceries from Kecipir App.
- Sort your **spent coffee grounds (SCG)** / **eggshell waste**, Kecipir will pick up and process into organic fertilizer.

Organic Farming

Recycled Products



kecipir^{com}
A

COMMON
GROUNDS



COMMON
GROUNDS

.....
coffee roaster

AWARD winning
COFFEE AND
BARISTAS

How We Started Where We are Going

Common Grounds' first cafe was opened 10 years ago, but our founders started their first coffee business 13 years ago as a side venture. What first started out as an interest, became a passion, and eventually an obsession with the product: coffee. Sourcing, nurturing, roasting, blending, packing, extracting, serving, and sharing coffee has since then become our joie de vivre.

In March 2024 we celebrated a decade of excellence, passion, and no rest. This business is notoriously tough to survive and thinking long term is a big part of our success. We have been through a lot of ups and downs, but mostly ups. From humble beginnings in Citywalk Sudirman, now we have 15 cafes in Jakarta and cafes in Bandung, and Surabaya. We take pride in popularizing Australian style brunch and coffee culture to Indonesia. We have a team of over 200 strong ready to grow our business.



Our Goals

We believe that managing food waste, particularly coffee grounds, can be approached through various strategies emphasizing recycling, repurposing, and composting.

Common Grounds is working together with Kecipir to reach our long-term goals in sustainability by helping improve the ecosystem.

Farmers can enhance soil health, improve crop yields, and promote sustainability by integrating coffee grounds into agricultural practices. This creates a closed-loop system that reduces waste and contributes to a more environmentally friendly farming approach.



Collecting Data from 8 July - 15 December 2024

CoffeeGround (kg)	Schedule Pickup	Outlet	July	August	September	October	
	Monday & Thursday	Common Grounds Zora	102.7	49.45	98.4	67.52	
	Monday & Thursday	Common Grounds ST Ali	70.9	132.62	136.54	64.66	
	Monday & Thursday	Common Grounds Menteng	67.96	95	75.6	23.38	
	Monday & Friday	Common Grounds Alam Sutera	26.63	23.48	42.88	24.77	
	Monday & Friday	Common Grounds Pondok Indah Plaza	75.22	176.56	124.06	87.9	
	Monday & Friday	Common Grounds Como Park	79.92	97.26	73.2	47.68	
TOTAL			423.33	574.37	550.68	315.91	1864.29

Eggshell (kg)	Schedule Pickup	Outlet	July	August	September	October	
	Monday & Thursday	Common Grounds Zora	5.1	4	7.45	6.62	
	Monday & Thursday	Common Grounds ST Ali	13.28	13.4	10.9	2.56	
	Monday & Thursday	Common Grounds Menteng	1.26	5	3.84	0.8	
	Monday & Friday	Common Grounds Alam Sutera	0.74	0	0.9	0	
	Monday & Friday	Common Grounds Pondok Indah Plaza	5.28	11.4	6.54	2.78	
	Monday & Friday	Common Grounds Como Park	3.86	4.14	0.38	1.02	
TOTAL			29.52	37.94	30.01	13.78	111.25

Per 406kg Coffee & shell can make 118 packs (per 500gram -1,5kg)



The Products

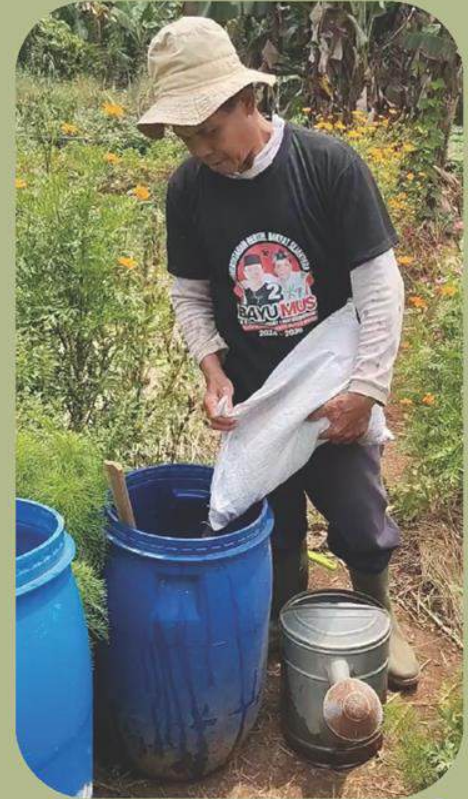


No. Parameter Uji	Satuan	Standar Mutu	Hasil Analisis	Metode
SIG LHP-IX.2024.271359531		SNI 7763-2018		
1 Bahan ikutan (beling/pecahan kaca, plastik, kerikil dan/atau logam)	%	Maks. 2	0	AOAC 973.03, 2021
2 Kadar air	%	08-25	13,28	AOAC 967.03
3 C-organik	%	Min. 15	41,20	AOAC 967.05, 2021
4 C/N	-	Maks. 25	23,08	SNI 7763-2018
5 pH	-	4-9	5,62	18-11-187/MU
6 Logam Berat:				
Hg	mg/kg	Maks. 1	Tidak Terdeteksi	18-13-1/MU
Pb	mg/kg	Maks. 50	1,27	18-13-1/MU
Cd	mg/kg	Maks. 2	0,15	18-13-14/MU
As	mg/kg	Maks. 10	2,34	18-13-1/MU
Cr	mg/kg	Maks. 180	2,16	18-13-1/MU
Ni	mg/kg	Maks. 50	1,69	18-13-1/MU
7 Hara Makro (N+P+O+K+D)	%	Min. 2	3,92	SNI 2803-2012
8 Hara mikro:				
Fe Total	mg/kg	Maks. 15.000	24,41	SNI 7763-2018
Fe Tersedia	mg/kg	Maks. 1.000	24,41	SNI 7763-2018
Zn Total	mg/kg	Maks. 5.000	13,52	18-13-1/MU
9 Cemaran mikroba:				
E-coli	MPN/gr	<10 ²	0,92	SNI ISO 7251 : 2011
Salmonella sp.	MPN/gr	<10 ²	Negative	ISO 6579-1:2017
LHP No. 612/LP BPSI TANAH DAN PUPUK/08/2024				Kepmentan No 261/KPTS/SR.310/M/4/2019
10 Rhizobium sp.	CFU/ml	≥ 10 ⁵	1,77 x 10 ⁵	IK 7.2 BIO 21
11 Azotobacter sp.	CFU/ml	≥ 10 ⁵	1,84 x 10 ⁵	IK 7.2 BIO 23
12 Pseudomonas sp.	CFU/ml	≥ 10 ⁵	1,48 x 10 ⁵	IK 7.2 BIO 29
13 Bacillus sp.	CFU/ml	≥ 10 ⁵	1,40 x 10 ⁵	IK 7.2 BIO 11
14 Lactobacillus sp.	CFU/ml	≥ 10 ⁵	7,58 x 10 ⁵	IK 7.2 BIO 27
15 Bakteri Penambat Nitrogen	CFU/ml	-	1,78 x 10 ⁵	IK 7.2 BIO 38
16 Bakteri Pelarut Fosfat	CFU/ml	-	6,10 x 10 ⁵	IK 7.2 BIO 23
17 Escherichia coli	MPN/ml	<10 ²	< 3	IK 7.2 BIO 12
18 Trichoderma sp.	CFU/ml	≥ 10 ⁵	< 10	IK 7.2 BIO 30
19 Saccharomyces sp.	CFU/ml	≥ 10 ⁵	1,77 x 10 ⁵	IK 7.2 BIO 44
20 Actinomyces sp.	CFU/ml	≥ 10 ⁵	2,00 x 10 ⁵	IK 7.2 BIO 32
21 Uji Patogenitas pada Tanaman Tembaku	-	Negative	Negative	IK 7.2 BIO 42
22 Aktivitas Penambayan N	-	Positive	Positive	IK 7.2 BIO 41
23 Aktivitas Pelarutan P	-	Positive	Positive	IK 7.2 BIO 40
24 Aktivitas Perombak Bahan Organik	-	Positive	Positive	IK 7.2 BIO 40



Farmers Distribution

Our fertilizer has been distributed to farmers in several areas in Indonesia.



The Results

Dying plants can be revived, even bear produce again, after being given fertilizer made of coffee grounds and egg shells.



Thank You

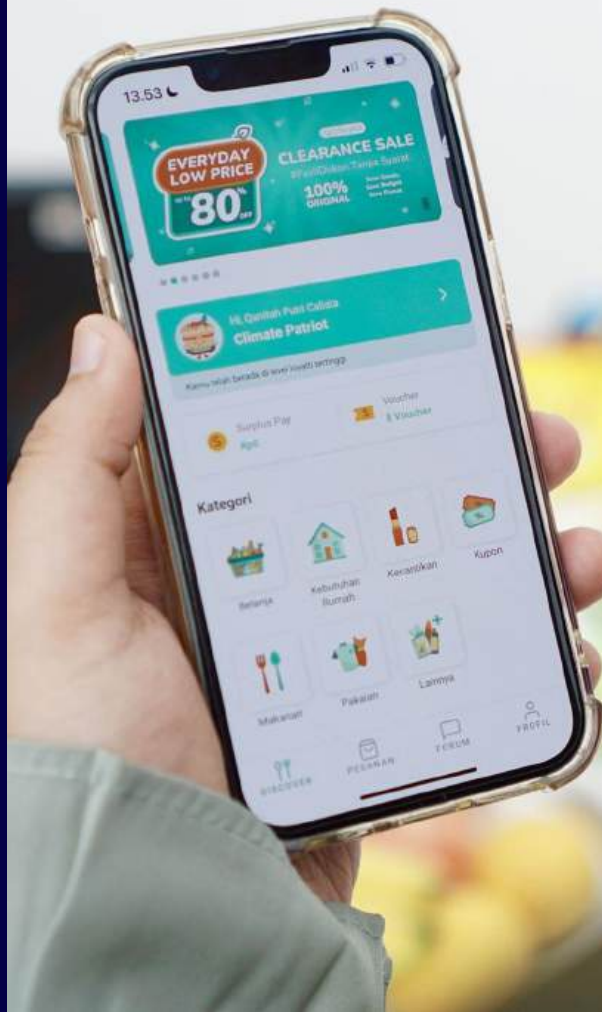
AWARD *winning*
COFFEE AND
BARISTAS





- **Sell your surplus food** at discounted price through Surplus App (with integrated courier services), and share the margin with Surplus.

Less Food Waste



Arvian



+62 812 2075 6710



arvianprabawa@gmail.com

F&B chooses this surplus solution



Recommerce platform reducing waste by reselling surplus, return, defect, imperfect and overstocked goods as **clearance sale** to promote sustainability.



Clearance sale/
closing-hour
discounts



Save 50% daily
meals budget



Reduce food waste
from the upstream

Save Goods Save Budget Save Planet



Collaboration Doughzen x Surplus

Skema

1



Benefit a Win-win Solution

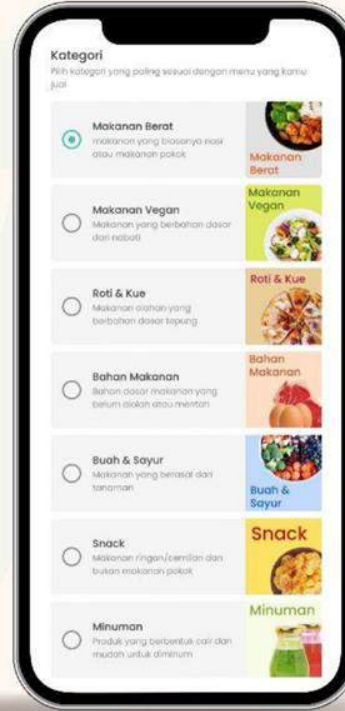
Customer

- Eat great food
- Saving money
- Saving environment



Merchants

- Reach new customer
- Earn extra income
- Reduce disposal cost
- Become a 'green restaurant'



[Click me](#)

Throw Away
Untouched &
Edible Food = Loss 100%
Margin



=
Rp 1.500.000
(loss)

Food sold
through
Surplus app = Gain cost of
goods sold

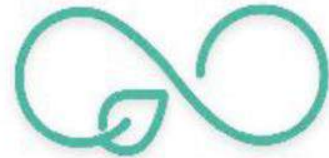


=
Rp 750.000
(cost of goods sold
(COGS))

Thank You



DOUGHZEN.



Surplus



1st Winner of
ASEAN Social
Enterprise Seed
Grants 2021



1st Winner of
Innovation Challenge
Indonesia
2022



The Most Impactful
Enterprise
in Asia Pacific 2022



3rd Winner Indonesia's
SDGs Action Award 2022
By Ministry of National
Development Planning



1st Winner of
Pahlawan Digital UMKM
Program 2022



- Donate your **surplus food** to FoodCycle to be distributed to those in need.
- Sort your **organic waste** and subscribe to FoodCycle's organic waste pickup services.
- Source your eggs and vegetables from FoodCycle.

Less Food Waste

Organic Farming



Frandy



+62 812 9960 7340



frandy@foodcycle.id



KOLABORASI



FoodCycle Indonesia dan Sodexo bekerja sama untuk mengelola surplus makanan dan limbah organik melalui pendekatan berkelanjutan.

Food Rescue Program



Surplus makanan yang layak konsumsi diselamatkan dan didistribusikan kepada komunitas rentan seperti termasuk panti asuhan, lansia dll



Food Cycle Farm

Limbah organik yang tidak layak konsumsi dan limbah organik sisa pengolahan dapur dikelola menggunakan sistem maggot (Black Soldier Fly/BSF), yang mengubah limbah menjadi protein bernilai tinggi untuk pakan ternak dan pupuk organik untuk pertanian.

Kenapa Partner Sodexo Memilih Solusi Lingkungan Ini?



Komitmen terhadap Keberlanjutan

Kolaborasi ini sejalan dengan visi global Sodexo untuk mengurangi dampak lingkungan dan mendukung ekonomi sirkular.



Dampak Positif Ganda

Program ini tidak hanya mengurangi limbah makanan yang berakhir di TPA, tetapi juga menciptakan solusi bernilai tambah seperti protein hewani dan pupuk organik.



Peningkatan Reputasi Perusahaan

Mengadopsi solusi inovatif seperti sistem maggot memberikan citra positif bagi Sodexo sebagai perusahaan yang peduli lingkungan dan sosial.



Dukungan terhadap Komunitas

Program ini memungkinkan Sodexo untuk berkontribusi langsung pada pengurangan kelaparan di Indonesia.

Benefit untuk Partner Sodexo Sejauh Ini

01

Indikator Lingkungan

- Pengurangan emisi karbon melalui pengelolaan limbah organik dengan sistem maggot dibandingkan pembuangan ke TPA.
 - Pencegahan surplus makanan menjadi limbah organik sebesar **1.6 ton** yang didistribusi kepada komunitas rentan
-

02

Indikator Pemasaran

- Peningkatan brand awareness dan reputasi positif di media sosial serta publikasi yang menyoroti keterlibatan Sodexo dalam inisiatif keberlanjutan.
 - Kesempatan mendapatkan penghargaan lingkungan atau CSR karena berkontribusi pada solusi inovatif dan dampak sosial.
-

03

Dampak Sosial

- Kontribusi terhadap pemberdayaan komunitas dengan mendukung distribusi makanan ke lebih banyak penerima manfaat di berbagai wilayah Indonesia.
 - Mendukung inisiatif edukasi terkait pengelolaan limbah organik yang dapat diperluas ke komunitas mitra Sodexo.
-



- Save cost & subscribe for **drinking water** supply for only **Rp 145-700 /liter** (*including reverse osmosis machine rent & maintenance support*) with capacity up to **13,000 liter/day**.
- Save space, no need to wait for daily water logistic transport.
- Offers subscription with reusable water bottles.

Less Waste

Less Carbon Footprint



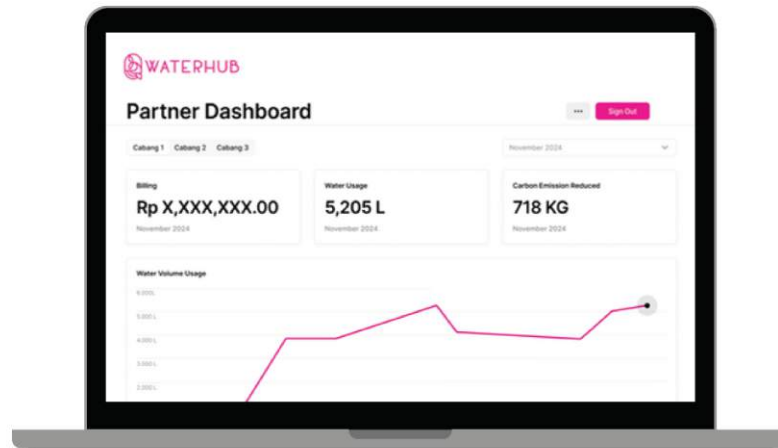
Lyon



+62 821 1176 6384



lyon_hero@hotmail.co.uk



WATERHUB'S ECO SYSTEM

WaterHub is a sustainable quota-based drinking water company



No long supply chain and warehouse for effective & efficient operations

10 WaterHub machines can:



Save 2 million single-use plastic bottles from entering the ocean in just 40 days



Cut 1.656.000 kg CO2 emission or equivalent of 13,6 million km from driving a car



Users save money up to 90% in drinking water expenses



No transport/ warehouse/ operator needed

promotes SDG Goals



Rain water



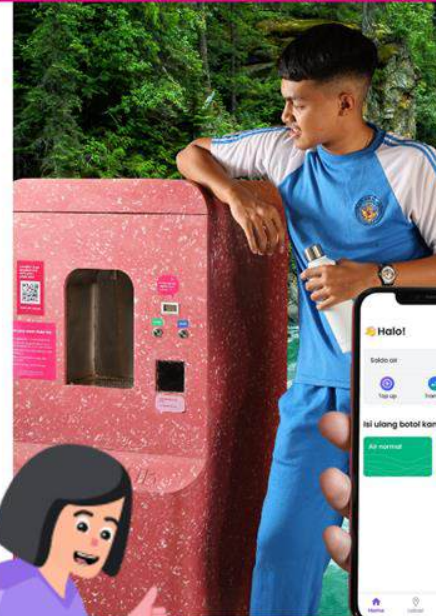
Sea water



Ground water



Process water directly on-site



Technology



Advanced multi-step water filtration system to 0.001 micron



Cooling system for cold water option



Fleet automation control and real-time monitoring





Design Forward

WaterHub's refill station **shells** are **crafted from recycled plastic**, giving new life to single-use bottle waste while promoting sustainability one refill at a time

Versatile and suitable for all over Indonesia

High Performance

High Quality Water Guaranteed

WaterHub

WaterHub's machine can process source water up to TDS 1.500 ppm

Production capacity of 13.000 L/day, **70x stronger** outperforming other refill stations

TDS < 100 ppm

Other Brands

Only suitable for certain cities in Indonesia

Maximum 100 L/day

TDS goes up with hard source water

Before



After



Wins for the Company:



1. Consistency of water supply and quality



2. Reduce logistics costs and carbon emissions



3. Reduce water costs and maintenance costs

Let's collaborate!

how we can support you

B2C Users

Save up to

15x

B2B Clients

Save up to

90% Cost

Reduce up to

90% Carbon emission & plastic waste



- Save cost & subscribe for **drinking water** supply starting from **4.000.000 IDR /month.**
- Offers machines that has **chilled, ambient,** and **sparkling** water dispensing options.
- Rent includes installation, maintenance, and reusable dishwasher-safe **glass bottles.**

Less Waste

Less Carbon Footprint



Indra



+62 816 1620 521



admin@purezza.co.id



PUREZZA™
PREMIUM WATER

A sleek, modern water dispenser with a silver and black finish sits on a dark, polished marble countertop. The dispenser has a digital display and several buttons on its front panel. In the background, a blurred cafe interior with warm lighting and hanging lamps is visible. A semi-transparent dark rectangle is overlaid on the image, containing the text.

A PROPOSAL FOR
Hotels, Restaurants & Cafes

Leader for premier drinking water systems

PT AIR RAYA INDONESIA

Established in 2016



Fully Automated Water Treatment systems

Over 100 locations installed and maintained

High End Residential, Commercial Buildings and Industrial Projects



Premium Drinking Water System

Over 200 units installed since 2018 and serviced and maintained

Clients in high end-residential, Multinational company offices and Hotels

Work With Leading Architects, Designers and contractors

Dedicated Service Team

24/7 Service cover to provide rapid response and minimize disruption

In-house lab for rapid water quality analysis

PT AIR INDONESIA MAJU

Established in 2023

Focused in Horeca sector

PUREZZA BENEFITS



PROFIT OPPORTUNITY

Flat, fixed price drives additional profits and cost savings.



HORECA ONLY PRODUCT

More than 20,000 venues around the world are using Purezza daily, including 150 Michelin star restaurants.



FLEXIBLE PRICING OPTIONS FOR VENUES

Purezza can be offered by the bottle, free-flow, per head cover charge, per table cover charge, or as a premium offering as part of a function beverage package.



UNLIMITED SUPPLY

Either fresh, sparkling, or chilled water, it never runs out. There is no need to reorder bottles or rely on suppliers for deliveries.



SINGLE USE

A major contribution towards your sustainability goals by removing single-use plastic or glass bottles from your venue.



FRESHLY DISPENSED

As Purezza is dispensed instantaneously at the venue, it is always fresh, as opposed to bottle water.



SAVES STORAGE SPACE

Purezza bottles are reusable and dishwasher safe.



ENVIRONMENTALLY FRIENDLY

No shipping of bottles means significant positive impact on your carbon footprint.



MICHELIN STAR

A premium and tested proposition available in fine-dining venues across 50+ markets.



LOCALLY SOURCED

Not only food, water can now be sourced locally in a sustainable way too.

PRICING

Purezza - Starting from 4.000.000 IDR per month

Rental System

No Capex Investment Required
Fixed Cost

Includes

- Installation & Commissioning
- 40 750ml Pentalosa Bottles
- Training & Marketing
- Certified testing for handover
- Regular Service Visits
- Consumables (except CO₂)
- Regular in-house water testing

RESTAURANT EXAMPLE CASE

NUMBER OF BOTTLES PER MONTH	1000	1500
Bottle water Cost per month	10.000.000 IDR	15.000.000 IDR
Purezza Frizante or Murano Cost per month	4.000.000 IDR	4.000.000 IDR
Additional Profit per Annum	72.000.000 IDR	132.000.000 IDR

PUREZZA CLASSE - A CLASS OF ITS OWN

DEDICATED FOR
HORECA

High Capacity of 160 l/h

Serving Fresh
Still and Sparkling water

Crisp ice cold water
maintained through our
patented ice bath technology

Unlimited water for your
venue

LEADING INTERNATIONAL
CERTIFICATIONS



2x HoReCa Firewall™
systems guaranteed **free**
from up to 99.9999%
bacteria and viruses,
including COVID-19.

Easy to operate
electronic push buttons
and automatic
portion control for
faster serving during
peak hours.

Shielded nozzles for
improved hygiene
&
BioCote® protected
bottle holders.

Manually **adjustable**
drip tray height
(22 cm – 32 cm gap)
for **easy filling** of
different height
vessels.

FRIZZANTE 80 MANUAL

Performance

Three water dispensing options:
chilled, ambient and sparkling

Refrigeration system with R290
natural gas

Can dispense up to 80 l/hr

Hygiene

Clean design with external surfaces
in stainless steel to facilitate easy
cleaning

Stainless steel taps

In-line UV LED protection

ELEGANTLY DESIGNED
WITH POWERFUL TAP
DISPENSING, FEATURING
IN-LINE UV LED



Design

Suits the HoReCa environments
where good output and flow is
needed

Comparatively small footprint –
narrow dimensions mean can fit in
tighter spaces

Elegant cabinet available as an
option

Key features

Practical mechanical taps allow
three bottles to be filled at the same
time

Ice bank cooling technology for 'ice-
cold' water

Adjustable drip tray up to 280 mm

MURANO TOWER

Good Performance

Three water dispensing options
chilled, ambient and sparkling

Refrigeration system with R290
natural gas

Hygiene

External surfaces in stainless steel to
facilitate easy cleaning

In-line UV LED protection

Design

External surfaces in stainless steel to
facilitate easy cleaning

In-line UV LED protection

UNDER COUNTER UNIT
OFFERING IN-LINE UV
PROTECTION AND HIGH-
PERFORMANCE FILTRATION
FOR THE HORECA SECTOR



Key features

Murano towers is suited for venues
with space constraints on counters

Recirculation system designed to
produce cold water even when the
dispenser is located at a greater
distance from the cooling tower

Ice bank cooling technology for 'ice-
cold' low water temperature

Extra insulation to avoid condensation
issues in humid environments

Professional stainless-steel
carbonator

Can dispense up to 80 l/hr

The Petalosa Bottle

A bespoke bottle that was
commissioned by us,
designed for us, owned by us
and is copyrighted.

A Premium Bottle for
Premium Water for
Premium Venues

Designed to
Impress your guests,
Easy to handle by all
Last through reuse



SERVING PUREZZA IN INDONESIA





PUREZZA™

PREMIUM WATER

For inquiries:

admin@purezza.co.id

www.purezzapremiumwater.id

**Together, we can build a future where
enjoying a great meal doesn't come
at the expense of our planet.**

Let's connect and be a part of the change!



Paloma Sjahrir Foundation



www.paloma.org



hello@paloma.org



**PALOMA SJAHIR
FOUNDATION**