



## Case Study: King Car Group

### *NSF Bottled Water Certification Helps Manufacturer Dive Into New Markets*

Founded in 1979, in Taoyuan, Taiwan, King Car Group is a leading manufacturer of bottled water, ready-to-drink coffee and tea, and other beverage products. King Car Group offers a wide range of healthy and functional beverages to Taiwan, Asia and international markets. Major brands include Kavalan and Green Time natural drinking water, Mr. Brown coffee, King Car tea and Yogofresh and Vitamina functional beverages.

King Car Group received its first NSF certification in 1998 and has since certified four additional products. Most recently, King Car Group earned certification for its Kavalan brand of bottled water to ensure consumer confidence, differentiate itself from competitors and establish itself in Asia's growing bottled water market.

#### The Challenge

In today's competitive marketplace, product differentiation in the beverage market is difficult. Looking beyond the bright, eye-catching packaging of most bottled drinks, what really makes one drink different from another? King Car Group wanted a way to differentiate its Kavalan drinking water from other bottled water products in Asia.

Even though the overall beverage market is flooded, the bottled water market segment is growing in Asia—but so are the numbers of competitors. This presented a challenge, even for an established beverage manufacturer like King Car Group, to develop new products and gain market share. King Car Group wanted a trusted method to demonstrate product quality and differentiate its brand from the competition.

#### The Solution

King Car Group turned to NSF International's Bottled Water and Beverage Quality Certification Program for independent third-party testing and certification of its Kavalan brand bottled drinking water.

To earn NSF certification, King Car Group's plant in Yuan Shan, Taiwan, underwent a rigorous audit of over 300 checkpoints. The audit verified that the facility meets all certification requirements, including Good Manufacturing Practices (GMP) and Hazard Analysis and Critical Control Points (HACCP).

NSF scientists also tested samples of King Car Group's Kavalan brand of bottled water against the U.S. Food and Drug Administration (FDA) Bottled Water Code of Federal



Regulations for more than 160 chemical, radiological and microbiological contaminants.

To maintain certification, NSF International's Bottled Water and Beverage Quality Certification Program requires annual product testing and unannounced facility audits that cover every aspect of a bottler's operation, from the source of the water through the disinfection and treatment process, including the container closure process.

## The Results

Since obtaining bottled water certification for its Kavalan drinking water, King Car Group has gained market share and now supplies several international five-star hotels in China including Le Méridien Taipei and Sheraton Taipei Hotel.

In addition, NSF certification provides product differentiation in a beverage market saturated with competitors. While many companies try to create a unique market presence from the outside of the product (based primarily on the label and bottle design), certification speaks to the content and safety of the product inside the bottle.

Mr. Minghao Ma, Planning Director of King Car Group, says, “In a generation with rapid information flow and quick innovation, a company can only survive and distinguish itself by constantly creating innovative, high quality and customer-oriented goods. King Car’s first priority is to offer customers a better choice and NSF certification helps us achieve this goal.”

In the crowded beverage market, bottled water is a growing sector in Asia, and NSF certification helps King Car Group gain market share in this developing industry segment. “King Car Group is committed to excellence and international standards for beverage quality and works with NSF International to create the best quality assurance management system for our customers,” says Mr. Ma.

NSF-certified products, like King Car Group’s Kavalan bottled water, can use the NSF mark on their product, in advertising and for promotional use.

“By earning certification from NSF International for its Kavalan bottled water, King Car Group can demonstrate to customers, retailers and regulators in Taiwan and throughout Asia its commitment to product safety and quality,” says Ulrich Kreuter, General Manager of NSF International’s Bottled Water and Beverage Quality Certification Program.

For more information about NSF bottled water certification, contact +1.877.893.1325 or [bq@nsf.org](mailto:bq@nsf.org).

