

# Marston's make significant costs savings and achieve payback in only 2 years with efficient new water softener technology

**An unreliable 20-year old water softener was causing problems in Marston's Staffordshire brewery. Envirogen were called in to carry out an evaluation on the existing vessels and recommend a solution. Following a detailed return on investment study it was clear that an upgrade, rather than replacement, was the most viable option. Offering payback in only two years, Envirogen's own EcoSave 450 softener was the ideal solution.**

Bill Denyer, Director of Service Operations & Beverage Systems at Envirogen, explains 'As a busy brewery Marston's rely heavily on softened water for bottle rinsing, in order to present a clear and high quality product to the customer. The current softening vessels were showing signs of wear and were becoming less efficient. With a new bottling line soon to be added to the operation, reliability and non-stop production was key to meeting the increased demand for product.

'Although a replacement vessel would have presented a lower initial cost, there were many other benefits to be

gained from replacing the entire system with a more efficient modern system. We carried out the cost analysis and recommended the EcoSave 450 water softener. It is the most efficient softener available. Using up to 80% less water and 30% less salt than previous versions, it quickly pays for itself and delivers long-term savings. In fact, in this particular situation, the system will pay for itself in only two years.'

### **24-hour reliability – integrated seamlessly**

Denyer continues: 'With a shut-down window fast approaching, we ordered and installed the entire system within two weeks, meaning that Marston's could get up and running with the new technology straight away. Our project management team are skilled in integrating complex systems in the most efficient and time sensitive way. We know that downtime costs money, so we minimise it wherever possible. Our project managers all have the engineering expertise to manage these complex projects and the one-point-of-contact approach was key to the smooth running of this project.'





## Global Locations

### Europe

United Kingdom:

- Ledbury  
(European Headquarters)
- Derby  
(European Manufacturing & Service)
- Netherlands, Amsterdam  
(European Distribution Centre)
- Italy, Milan

### North America

USA:

- Kingwood, Texas  
(USA Headquarters)
- Ewin, New Jersey
- Memphis, Tennessee
- Rancho Cucamonga, California

### Middle East

Kingdom of Bahrain

United Arab Emirates, Dubai

### South East Asia

Malaysia, Sarawak



'The new system is fully automated and controlled through a HMI and PLC and 24-hour operation is ensured by having a duplex structure. One vessel is processing whilst the other is regenerating or in standby.'

***"The existing 20 year-old softener vessels were becoming less efficient and they were showing signs of wear and tear. The cost of repair would have been half the cost of this new replacement. An extra new bottling line increased soft water demand and made reliability even more important. The predicted cost savings are anticipated to be significant, and the plant will pay for itself in less than 2 years. The saving is from the regeneration cycle using 30% less salt and less water going to drain. Envirogen pulled out all the stops to order and install it within our 2 week annual shutdown."***

Colin Walton, Senior Engineer, Marston's.

### Key outcomes:

- 80% more efficient use of water
- 30% less salt used
- 24-hour reliable operation ensured
- Payback in less than 2 years
- No additional shutdown required so no impact on current production
- Ongoing service and maintenance plan ensures optimum future operation

Employing over 13,000 staff across the UK, Marston's brew many well-known premium cask and bottled beers, as well running as a large chain of public houses. Over 180 years they have grown to become one of Britain's best loved beer brands.

**For more information about Envirogen water solutions and to find out how we can help your business grow, please contact us:**

**Call us: +44 (0) 1531 636328**

**Email us: [info@envirogengroup.com](mailto:info@envirogengroup.com)**

**Visit us online: [envirogengroup.com](http://envirogengroup.com)**

Envirogen Group  
Unit 14a, Bromyard Road  
Trading Estate,  
Bromyard Road  
Ledbury  
Herefordshire HR8 1NS  
United Kingdom