

BINCHOTAN CHARCOAL

HISTORY

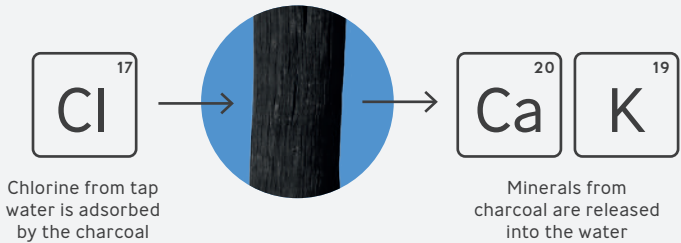
It is believed that a form of Binchotan charcoal (sometimes referred to as ‘white charcoal’) was introduced to Japan by a monk and scholar called Kukai 1,200 years ago. It was during the Edo Period (17th century) that a man called Binchuya Chozaemon made it popular.

HOW IT’S MADE

With conservation at the forefront of everything we do, we decided to source our charcoal from the skilled artisan makers of Laos because they follow strict conservation rules to protect the surrounding forests. The fast-growing native trees are pruned and the wood is transported to the kiln. It is stored there for 1 month untouched to dry the wood. It is then put inside the kiln and burned until it reaches 1200°C to make it red-hot and carbonised. The Binchotan charcoal is removed and quickly covered with a powder made from earth, sand & ash, and this gives the charcoal surface a whitish hue (explaining the name ‘white charcoal’). The rapid rise in temperature, followed by a quick cooling, incinerates the bark and leaves a smooth, hard surface. This process takes 21 days.

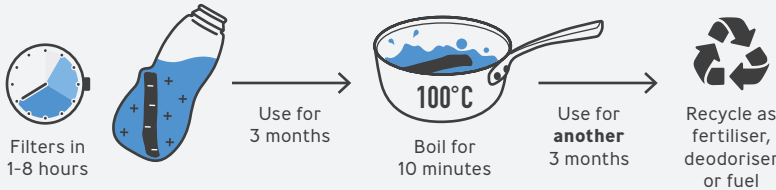
HOW IT WORKS

This type of filtering works using a process similar to a reverse osmosis system. Binchotan charcoal has an incredibly porous surface with tiny cavities orientated in many directions - just 1 gram has a surface area in excess of 500m² (the size of a tennis court). The positive ions of contaminants in the water (e.g. chlorine) are attracted to the negative surface of the carbon where they are held. In reverse, the charcoal releases its natural minerals such as calcium, potassium and magnesium back into the water, which softens it and enhances its taste.



HOW TO USE

The best thing about Binchotan Charcoal (other than its amazing filtering ability) is that it lasts 6 months. All you have to do is make sure you recharge it by boiling it for 10 minutes after 3 months of use.



CHARCOAL WATER FILTER

Binchotan charcoal makes tap water taste great! Leave in your water for 1-8 hours and you’ll be amazed how well it works. Each stick lasts 6 months and comes vacuum packed in recyclable plastic for immediate use. Counter POS available (see p38).



(approx.) D2.5 x L11.8 cm | D1 x L5 in



CHARCOAL WATER FILTER & COIL

The charcoal water filter that you know and love has been upgraded! This stainless steel holder gives you the opportunity to keep your water filtered in any bottle, with no rattle and no scratches! It’s also taste neutral and easy to use. Counter POS available (see p38).



CHARCOAL WATER FILTER 4-PACK

The charcoal 4-pack is exactly what it says on the box – a pack of four Binchotan charcoal sticks. Combined, the 4-pack gives you 2 years’ worth of filtration! Each filter is individually vacuum-packed in recyclable plastic for immediate use.



W9.5 x L16.5 x H7 cm | W3.8 x L6.5 x H2.8 in



NEW

LOOSE CHARCOAL

Up until now we have only sold our Binchotan charcoal as sticks of set lengths of 12cms. There is a growing demand by consumers to use 'loose' charcoal pieces instead of sticks in a variety of water containers, and also for other uses such as odour reduction. By launching these two options (one in a handy 250g pack for the end user, and the other in a 5kg bulk pack for retailers to sell by weight) we are able to utilise the off-cuts that are a by-product of the fixed length charcoal that we already sell.



NEW

CHARCOAL WATER FILTER PIECES - 250G

The pack contains 250g and we recommend using 50g per 1 litre serving. As with our charcoal sticks, the pieces last for 6 months provided you re-boil them for 10 minutes after 3 months' usage. The charcoal also has so many secondary uses, such as extending the life of your fruit or vegetables, absorbing unwanted odours or adding nutrients to plants.



W6 x L10 x H20 cm
W2.3 x L3.9 x H7.9 in



EGS250

NEW

CHARCOAL WATER FILTER PIECES - 5KG

This 5kg bulk pack of loose charcoal pieces is ideal for the retailer that wants to sell charcoal by weight. The shelf-ready box invites consumers to select the amount that suits them in the same way as more and more people are now doing in bulk food and zero-waste stores.



W29.5 x L29.5 x H20.5 cm
W11.6 x L11.6 x H8 in



EGS5KG

EAU GOOD
(CHARCOAL INCLUDED)

Our iconic water bottle comes with a Binchotan charcoal filter that easily locks in place, thanks to the innovative squeeze-and-lock charcoal groove. The stainless steel closing ring makes it watertight and easy to carry.



Tritan™, stainless steel,
nylon, silicone, natural cork
D8.5 x H24 cm | D3.3 x H9.4 in
800 ml | 27 fl oz



LIME
EGG002 BLACK
EGG005 RED
EGG004 BLUE
EGG001



OLIVE
EGG010

EAU GOOD GLASS
(CHARCOAL INCLUDED)

The Eau Good Glass has all the filtering qualities of the Eau Good, but it's glass. Easily lock your charcoal in place with the stainless steel coil (incl.). It's fully leakproof and also comes with an insulating and protective neoprene sleeve.



Borosilicate glass, natural
cork, stainless steel,
silicone, neoprene, nylon
D8 x H24 cm | D3 x H9.4 in
650 ml | 22 fl oz



LIME
EGG002 BLACK
EGG005 RED
EGG004



BLUE
EGG001

PERSONAL CARAFE
(CHARCOAL INCLUDED)

Our new carafe is smaller, sleeker, and comes complete with a tumbler that sits neatly on top until you need it. Ideal for use at your desk, or even placed at your bedside. It also comes with a convenient natural cork coaster.



Borosilicate glass, natural cork
D10 x H25 cm | D4 x H9.8 in
800 ml | 27 fl oz



EC003

IMPROVED

EAU CARAFE
(CHARCOAL INCLUDED)

We have improved our original carafe by adding a silicone end to the cork stopper which ensures the cork doesn't discolour or collect mould from water exposure. The elegant carafe is made from hand-blown borosilicate glass in a shape perfect for pouring and will fit in most fridge doors. The stopper is natural cork with a removeable silicone cap.



Glass, natural cork, silicone
D9.5 x H28 cm
D3.7 x H11 in
1.1 L | 37 fl oz



EC002