

STOBBS

Bringing innovation and creativity to enhance a UNIQUE experience.



Introduction

Founded in 2013, Stobbs is a brand advisory company that takes a holistic and strategic approach and uses a practical application of law to help brands to protect and maximise the value of their intangible assets. They are growing exceptionally quickly and now employ over 200 staff across 5 offices - 2 in the UK and others in Dublin, Eindhoven and Munich.

Within their first three years, Stobbs were awarded Tier 1 status by The Legal 500. Over the last 5 years, Stobbs has regularly been recognised as Trade Mark Firm of the Year by Managing Intellectual Property, World Trade Mark Review and Legal 500.

Being the world's leading brand-advisory firm is what they do best, but core to what makes Stobbs is the values of the firm. A key part of this is caring for the whole team and striving to be the best company to work for. To achieve this ambition, one of their goals was to create onsite facilities that the whole team at Stobbs will love, in such a way that it supports their ambition to be certified as a B Corp company – one which meets the highest standards for social and environmental performance.



Challenge

Stobbs were passionate about creating an office break out area that was reflective of the company's culture, values and social impact. They were looking to innovate and increase their existing hydration solutions to become an environmentally friendly business and also to support them in their ambition to be the best company to work for that really cares about the welfare of their staff.

The office team were already familiar with Aqua Libra Co's hydration solutions with the Aqua illi, 3-in-1 dispense tap. The office in Cambridge wanted an upgrade to evolve their offering to include flavour infused sparkling water that would eliminate the use of flavoured beverage single-use plastics and enhance their 'No Package Waste' goal.

Aqua Libra Co's innovative Flavour Tap was the perfect choice when looking for market leading hydration technologies that would provide their employees with sustainable, high-performing hydration stations to fulfil the fast-paced demands of the team.



Solution

The Aqua Libra Flavour Tap's unique ability to dispense chilled, refreshing sparkling flavour infused water was the ultimate hydration solution.

Situated in prime position within the 'break-out' areas within the Cambridge office, the Flavour taps were not only able to support the team's hydration goals, but Stobbs could now save on energy and time, and eliminate the use of single-use plastic.

The solution gave the team the opportunity to enhance their onsite lunch & learns and provide package-free refreshments to their internal team and external clients. The Flavour Tap has now also been installed in the London office branch.



Source: Aqua Libra Flavour Tap data to 13/02/23, Britvic packaging data.

Testimonials - Click on the images below to find out what the team say about the Flavour Tap.



