

A brief overview of Staatl. Fachingen

The company at a glance

Headquarters and sales: Fachingen Heil- und Mineralbrunnen GmbH
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Managing Director: Wolfgang Schaefer

Contact person: Heiner Wolters (Product Manager)

Product range:

- Staatl. Fachingen STILL retail packaging
- Staatl. Fachingen Gourmet STILL catering packaging
- Staatl. Fachingen MEDIUM retail packaging
- Staatl. Fachingen Gourmet MEDIUM catering packaging
- Staatl. Fachingen Gourmet NATURELL catering packaging

Facts and figures: Fachingen belongs to the Mineralbrunnen Überkingen-Teinach AG group of companies, which was founded in 1923. Staatl. Fachingen water has been part of the

Mineralbrunnen Überkingen-Teinach AG product range since 1995.

Employees: approx. 80

Market share by volume: approx. 26 percent

Market share by turnover: approx. 32 percent

What does the company stand for?

Fachingen is the market leader for medicinal water, and since 2004 has also been represented in the mineral water market, with its MEDIUM version. Staatl. Fachingen is the classic premium water brand, embodying health, well-being, quality and tradition. Staatl. Fachingen has been the definitive water since 1742, and is synonymous with proactive health promotion, vitality and enjoyment of life.

A brief history

- 1740 Discovery of the Fachingen spring near Diez (on the river Lahn) in Hesse, Germany.
- 1742 The government of Dillenburg is presented with a medical opinion forming the oldest written evidence of the Fachingen spring.
- 1746 A licence is granted to build a wall around the spring. By the autumn of this year, Fachingen water is being dispatched to customers in specially manufactured clay jars.
- 1750 Almost 23,000 jars are being sold per year by this time. Over the following decades, the company and the brand Staatl.

Fachingen experience continuous growth and success. 120 years later, the glass bottle is introduced. A further 100 years after that, the wood used in the crates for transporting the bottles is replaced with plastic, and a metal screw cap takes the place of the previous cork closure.

2003

Staatl. Fachingen, already the number one medicinal water, now conquers the mineral water market with its new product Staatl. Fachingen MEDIUM. The new faceted bottle in the style of a Bordeaux wine bottle is introduced as retail packaging this year as well.

2004

From March 2004, Staatl. Fachingen Gourmet MEDIUM is available, exclusively for the catering business.

2009

Germany's premium mineral water brand adds a further product to its range for the catering industry: Staatl. Fachingen Gourmet NATURELL. In late 2009, Staatl. Fachingen launches a new advertising campaign based on the theme of 'Bringt Leben ins Leben' (Bringing life to life), highlighting the premium brand's vitality and joie de vivre.

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