

# Leading marketing agency opts for All-in-One in boardroom kitchen refurb



CLIENT  
**ONE AGENCY**

SECTOR  
**COMMERCIAL, OFFICES**

LOCATION  
**NORWICH, ENGLAND**

PRODUCT  
**ZIP HYDROTAP ALL-IN-ONE**

**Integrated creative marketing agency OneAgency – one of the largest independent agencies in the East of England – has become the latest firm to benefit from a Zip HydroTap in the workplace.**

With a creative studio, client services department, two boardrooms and two kitchens – all housed within a four-storey Victorian terrace – the agency's Norwich head office has more than 40 communications specialists working under its roof.

From designers, website developers and production managers, to PRs, marketers and account managers, the team are all highly creative specialists, working hard to build brands and produce clever, imaginative campaigns that deliver results. OneAgency's managing director Mark Littlewood says that to keep that creativity at its best, staff wellbeing is vital.

"It's important we create a working environment that has a positive impact on employee productivity and morale, and one of the key ways of doing this is by offering fresh, quality drinks in the workplace," he says.

Having previously used a kettle and drinking water straight from the tap, Mark decided to invest in a Zip HydroTap All-in-One as part of a renovation project in the agency's main boardroom kitchen.

As well as providing highly filtered boiling, chilled and sparkling water, plus hot and cold washing up water, the sleek, architectural-style finish of the All-in-One also looks fantastic.

"We chose an industrial design for the kitchen refurb – incorporating lots of salvaged wood, stainless steel, white metro tiles and grey grout – and so we opted for the matt black All-in-One, which is the perfect fit aesthetically."

Installed in December 2016, Mark comments on the tap's effect in the office so far: "Our staff absolutely love it. As well as appreciating the taste and luxury of having chilled and sparkling water whenever they want it, many have reported improved concentration and increased energy levels, which is handy when you have four flights of stairs to conquer!"

"Commercially speaking, having instant boiling water saves time compared with having to wait for the kettle to boil. I've also been impressed by the appliance's energy efficiency features – always a key priority when running an office," he adds.

The Zip HydroTap boasts market-leading energy saving features, such as 'Sleep Mode', which saves power when not in use, and programmable timers, which ensure economical operating costs.

In addition to being happy with the tap's the energy saving features and its effects on employee wellbeing and productivity, Mark says it's been great for guests too. "We welcome clients from all over the UK, even overseas, and it's fantastic to be able to offer them such clean-tasting, crisp water. Before the HydroTap, we had to battle with the city's hard water; it's certainly not ideal offering clients hot drinks with a scum-like film on the top!"

All of the water in the East Anglia region is classed as being hard to very hard, and Norwich is no different. The Zip Professional scale filtration system has been specially developed for businesses and organisations operating HydroTaps in hard water areas. This, combined with Zip's world-class filtration system, which offers x25 better filtration than a water filter jug, results in water that's crisp, clear and refreshing. It's also free from dirt and contaminants that other systems may not remove. And while the taste and odour of chlorine is removed, the fluoride is retained, making each and every glass more enjoyable and better for you.

All in all, Mark concludes by saying the investment has been "good for staff, good for clients and good for business".

Call Zip on **0345 6 005 005** to request a brochure and to arrange a free consultation.