



INTRODUCING TS'Â



ABOUT TS'Â WATER

Founded in 2023

TS'Â WATER is a premium water company rooted in Africa. We hydrate corporates, government departments, hotel groups, restaurants, organisations, hospitality venues, small and medium sized businesses who require a personalised and bespoke product that speaks to their customers, clients and brand.

Our products have been designed to have the right level of mineral and taste through three specific lines namely Still Water, Sparkling Water and Alkalized Water that is prepared for us by our licensed partners in South Africa and Botswana to serve these two specific markets.

TS'Â WATER is the realisation of a long term dream of its founder who, for many years had considered entering the water business with a focus on providing a quality end product specifically suited to hydration. The opportunity that TS'Â saw in the market was to deliver a bespoke product; one which addresses the need for hydration whilst ensuring that its customers have an opportunity to make it their own in a manner that speaks to their own character or ethos.



THE STORY BEHIND TS'Â WATER



The word TS'Â borrows from the Sandawe people's word for water. This ethnic group are descendants of the Sān who many recognise as the first inhabitants of Africa. Whilst the Sandawe are from South East Africa, specifically Central Tanzania, the Sān are popularly thought of as foragers in the Kalahari Desert and regions of Botswana, Namibia, Angola, Zambia, Zimbabwe, Lesotho and Northern South Africa – an area where water is scarce.

The derivation of the name TS'Â is reflective of its founder's roots in Southern Africa and upbringing in East Africa. It demonstrates the company's deep belief in working closely with our clients as a family or a part of a clan. Our water is for the people. We believe that our brand is a true representation of people across all walks of life.

As a tribe, the Sān were the first pastoralists in southern Africa, and called themselves Khoikhoi (or Khoe), which means 'men of men' or 'the real people.'

TS'Â serves the communities and individuals we interact with.



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Our Three dimensional I

We believe that great hydration products stem from strongly rooted values, and that ideas must be planted, nurtured, and cultivated. To this end these three pillars represent who we are and how we work.



Integrity cements relationships



Inspiration develops interest



Innovation creates impact

With these at the center of our approach and processes we remain relevant and accountable. This enables us to provide our clients with a product that resonates with them and, in turn, their customers.

Water is Life ...we believe that Life is better with TS'Â water.





At T'SA our approach is one that leans on innovation and looks to deliver a product that is suited to the end user – providing bespoke hydration solutions for all businesses and personal requirements through ensuring a deeper understanding of our clients' industries, sectors as per their requirements. For us it is not about delivering water but delivering hydration that is aligned to your value proposition.



What we do

Our belief system is driven by our deep rooted belief in the concept of “the keepers of the water” – T'SA. With experience serving market segments across the board, we are well positioned to provide clients with custom solutions.

We pride ourselves as a water company that provides our clients with a superior hydration solution that speaks to them. We believe in responding efficiently and effectively to the needs of our clients, partners and service providers like we would do with own our family.



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