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**“MODERN STANDARDS AND INNOVATIVE APPROACHES TO THE
PRODUCTION OF MINERAL WATER: THE EXPERIENCE OF THE
MINERAL COMPANY WATER LIFE”**

Abstract:

Water Life Mineral is a leading mineral water producer in Uzbekistan. The company has gained recognition for its use of innovative technologies and quality standards. The article provides detailed information about the uniqueness of its products, particularly water for children, certification according to ISO and Halal standards, and the HACCP certification process. Information is also provided on the company's role in the development of the Fergana Valley and Uzbekistan's export potential.

Keywords: mineral water, ISO, Halal, HACCP, children's water, Uzbekistan, Water Life Mineral, innovation, export.

Uniqueness of Water Life Mineral Products

Water Life Mineral stands out from other manufacturers through the implementation of innovative technologies, high-quality products, and adherence to international standards:

ISO and Halal Certifications: The product is certified according to international ISO standards, confirming its safety and high quality. The Halal certificate makes the product widely accessible in Muslim countries.

HACCP (in the process of acquisition): The HACCP system, which ensures safety in every production process, guarantees an even higher level of quality.

Mineral Water for Children: The only producer in Central Asia to manufacture special mineral water for children. This product is developed considering the physiological needs of children's bodies, making it safe and beneficial.

Environmentally Friendly Production: The use of German filters provided by Krivo allows for the preservation of the water's natural composition. This makes the product unique.

The Company's Role in the Fergana Valley Region

Water Life Mineral is not only a manufacturer but also influences the social development of the region:

The only factory at such a high level: The only enterprise in the Fergana Valley, with more than 10 million inhabitants, capable of providing high-quality mineral water.

Jobs and Improved Quality of Life: The company employs 350 people, which makes a significant contribution to the economic development of the region.

Export Potential

The company has successfully supplied its products to neighboring Kyrgyzstan. Due to its high quality, the product is in high demand. In the near future, exports to Kazakhstan, Tajikistan, and other countries are planned

Future Development of the Company

The company is working in the following directions, aimed at further development and the implementation of new technologies:

1. Expansion of Production Lines: In the near future, it is planned to increase production volumes and release new types of products, including functional waters enriched with vitamins.
2. Sustainable Development: Developing and implementing environmentally friendly solutions, in particular, transitioning to biodegradable packaging.
3. Expanding the Range of Children's Water: The new products will allow the company to strengthen its leading position in the production of special products for children.

Conclusion

Water Life Mineral successfully combines innovation, social responsibility, and strategic approaches in business development. Obtaining ISO and Halal certifications and completing work on HACCP certification confirm the company's compliance with international standards.

Special attention to the production of children's water makes the company the only producer of this type of product in the region. Unique technologies, high-quality standards, and social contribution make the company a leader in the field with great growth prospects.

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