

INFORMATION BULLETIN

SodaStream opened its first Ecostream Refill Store here in Brighton. The SodaStream brand is now present in 43 countries around the world with over 6 million active users, who are saving the planet from the waste of 1 billion plastic bottles every day as well as millions of barrels of oil.

Unfortunately SodaStream faces the persistent harassment of the pro-Palestinian BDS movement which tries to use false arguments to de-legitimise Israel and further its own political agenda.

We want our customers to know the truth about some of the BDS claims;

BDS claim that selling products manufactured in the West-Bank is illegal:

FALSE, there is absolutely nothing illegal in selling our products, otherwise HM Customs and Excise and the EEC Authorities would have banned their import.

BDS claim that SodaStream is located in "occupied territory":

FALSE, SodaStream has a production facility in "Area C" of the disputed land, which according to the Oslo agreements signed by Israel and the Palestinian Authority remains under Israeli authority until a final agreement is signed by both parties.

BDS claim that boycotting our products will help the Palestinian people:

FALSE, it would actually harm them. SodaStream is the largest employer of Palestinians in a region that has a 20% unemployment rate. SodaStream pays its Palestinian employees wages that are on a par with Israeli ones and are 4-6 times the local wages. SodaStream also provides all their employees with medical, maternity, vacation and pension benefits. Approximately 3,000 people rely on these jobs for their food and health. Palestinians and Israelis work for SodaStream side by side, with equal treatment in front of the law.

BDS claim that manufacturing in the West-Bank is a violation of the 4th Geneva Convention:

FALSE, both the text of that convention, and the post World War II circumstances under which it was drafted, clearly indicate that it was never intended to refer to situations like Israel's settlements. According to the International Committee of the Red Cross, Article 49 relates to situations where populations are coerced into being transferred. This is clearly not the case with the people working in our West-Bank factory.

PLEASE BE AWARE THAT BDS IS A POLITICALLY-ORIENTATED MOVEMENT

