

Permit Fact Sheet

General Information

Permit Number	WI-0047147-08-0
Permittee Name and Address	Premium Waters Inc 15201 County W, Crivitz, WI 54114
Permitted Facility Name and Address	Premium Waters Inc 15201 COUNTY W, CRIVITZ, WI
Permit Term	April 01, 2026 to March 31, 2031
Discharge Location	NE ¼ of the SE ¼ of Section 28, T32N, R17E, Town of Riverview
Receiving Water	Groundwater of the Lower North Branch Oconto River Watershed (GB05), Upper Green Bay Basin, via subsurface & surface absorption in Oconto County
Discharge Type	Existing, Intermittent

Facility Description

This facility bottles drinking water pumped from the groundwater of the Lower North Branch Oconto River Watershed (GB05). They obtain the water from two wells located to the south of the plant between the plant and Waupee Creek. They pump an average of 0.055 million gallons per day of groundwater through a 5-micron filter, ultra-violet disinfection, and an arsenic treatment system. The water passes through two additional filters at the plant, a 0.45-micron and a 0.20-micron filter. The plant typically operates Monday through Thursday.

Additionally, they disinfect and wash bottles prior to filling with water. The disinfection process uses ozonation. One bottle preparation machine is used in the plant for 3- or 5-gallon size bottles. Approximately 200 gal/wk of spent wash water from the 500-gallon machine is discharged to a 2,500-gallon septic tank from which it is pumped by a septage hauler and taken to a Municipal Wastewater Treatment Plant. Approximately 2,000 gal/day of final rinse water is generated from the 500-gallon bottle washing machine and discharged to the Cty Hwy W roadside ditch (Outfall 001). An Aquatech reverse osmosis (RO) system has also been installed. Approximately 8,000–10,000 gal/day of the concentrate from this system is also discharged via Outfall 001. The discharge to the roadside ditch (Outfall 001) absorbs into the ground prior to the facility drive entrance and does not reach a surface water of the State.

Outfall 004 consists of water discharged from backflushing of the production well media filters every 6-12 weeks. Water is discharged onto the ground surface and seeps into the ground adjacent to the small production building when the ground is not frozen. The amount of backflush water generated during a single backflush operation is approximately 8,000–10,000 gallons. If the filters are backflushed on an occasion when the ground is frozen, the backflush water is discharged into the septic tank subsurface absorption field. The filters are backflushed very little during the winter months. The filter backflush water shall not be discharged into wetlands or surface waters. The septic tank/drain field system also receives the sanitary wastewater from the plant.

Substantial Compliance Determination

After a desk top review of all discharge monitoring reports and compliance schedule items, and a site visit on July 22, 2025, this facility has been found to be in substantial compliance with their current permit.

Compliance determination made by Laura Gerold, Wastewater Engineer, on August 12, 2025.

Sample Point Descriptions

Sample Point Designation

Sample Point Number	Discharge Flow, Units, and Averaging Period	Sample Point Location, Waste Type/Sample Contents and Treatment Description (as applicable)
001	6,000 GPD (2025)	LAND TREATMENT: Reverse osmosis concentrate sampled prior to discharge to the roadside ditch seepage area where the discharge absorbs prior to reaching Waupee Creek
004	60,000 GPY (2025)	LAND TREATMENT: Production well media filter backflush water sampled prior to pumping to the absorption area adjacent to the bottling plant

Permit Requirements

1 Land Treatment – Monitoring and Limitations

1.1 Sample Point Number: 001- LARGE BOTTLEWASHER FINAL RINSE

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Flow Rate		gpd	Daily	Total Daily	

1.1.1 Changes from Previous Permit:

Effluent limitations and monitoring requirements were evaluated for this permit term and no changes were required in this permit section.

1.1.2 Explanation of Limits and Monitoring Requirements

All requirements for land treatment of industrial wastewater are determined in accordance with ch. NR 214, Wis. Adm. Code. All categorical limits are based on ch. NR 214 Subchapter II (12), Wis. Adm. Code. More information on the limitations can be found in the **Groundwater Evaluation Report, Premium Waters Inc. WPDES Permit # WI-0047147**, by Woody Myers, Hydrogeologist, January 8, 2026.

1.2 Sample Point Number: 004- WELL MEDIA FILTER BACKFLUSH

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Flow Rate		gpd	Daily	Total Daily	
Arsenic, Total Recoverable		ug/L	Per Cycle	Grab	Arsenic shall be sampled each time the backflush water is discharged.

1.2.1 Changes from Previous Permit:

Effluent limitations and monitoring requirements were evaluated for this permit term and no changes were required in this permit section.

1.2.2 Explanation of Limits and Monitoring Requirements

All requirements for land treatment of industrial wastewater are determined in accordance with ch. NR 214, Wis. Adm. Code. All categorical limits are based on ch. NR 214 Subchapter II (12), Wis. Adm. Code. More information on the limitations can be found in the **Groundwater Evaluation Report, Premium Waters Inc. WPDES Permit # WI-0047147, by Woody Myers, Hydrogeologist, dated January 8, 2026.**

2 Schedules

2.1 Flow Meter Updates

This schedule requires updated Flow Meters at Outfalls 001 and 004

Required Action	Due Date
<p>Action Plan: Section NR 108.06(4)(b), Wis. Adm. Code, requires all permittees provide adequate flow measurement and recording equipment to measure the volume of effluent discharged from their facility and to report it to the department at the frequency specified in the permit. Section NR 214.12 (4) (a), Wis. Adm. Code requires that each land treatment system monitor for daily discharge volume. Methods and manner of flow measurement are found in s. NR 218.05, Wis. Adm. Code. S. NR218.06, Wis. Adm. Code details the calibration of flow measuring devices and that calibration needs to be rechecked at least annually.</p> <p>If a new meter is to be installed, this may be considered a reviewable project under Section NR 108, Wis. Adm. Code, in which case plan and specification submittal and approval is required.</p> <p>Submit an action plan for complying with the flow measurement and calibration requirements.</p>	06/30/2026
<p>Initiate Actions: Initiate actions identified in the department approved action plan.</p>	09/30/2026
<p>Complete Actions: Complete actions necessary to achieve compliance.</p>	12/31/2026

2.1.1 Explanation of Schedule

Section NR 108.06(4)(b), Wis. Adm. Code, requires all permittees provide adequate flow measurement and recording equipment to measure the volume of effluent discharged from their facility and to report it to the department at the frequency specified in the permit. Section NR 214.12 (4) (a), Wis. Adm. Code requires that each land treatment system monitor for daily discharge volume. Methods and manner of flow measurement are found in s. NR 218.05, Wis. Adm. Code. S. NR218.06, Wis. Adm. Code details the calibration of flow measuring devices and that calibration needs to be rechecked at least annually. This compliance schedule requires the permittee to achieve compliance by the specified date.

2.2 Land Treatment Management Plan

A management plan is required for the land treatment system.

Required Action	Due Date
<p>Land Treatment Management Plan: Submit a management plan to optimize the land treatment system performance and demonstrate compliance with Wisconsin Administrative Code NR 214.</p>	04/01/2027

2.2.1 Explanation of Schedule

An up-to-date Land Treatment Management plan is a standard requirement in reissued industrial permits per ch. NR 214, Wis. Adm. Code. The updated management plan is due by the specified date.

Attachments

Groundwater Evaluation Report, Premium Waters Inc. WPDES Permit # WI-0047147, by Woody Myers, Hydrogeologist, January 8, 2026.

Justification Of Any Waivers From Permit Application Requirements

No waivers requested or granted as part of this permit reissuance

Prepared By: Ashley Clark, Wastewater Specialist

Date: January 8, 2026