



# WPDES PERMIT

*STATE OF WISCONSIN*  
*DEPARTMENT OF NATURAL RESOURCES*  
**PERMIT TO DISCHARGE UNDER THE WISCONSIN POLLUTANT DISCHARGE  
ELIMINATION SYSTEM**

**Premium Waters Inc**

is permitted, under the authority of Chapter 283, Wisconsin Statutes, to discharge from a facility  
located at  
15201 COUNTY W, CRIVITZ  
to  
**groundwater of the Lower North Branch Oconto River Watershed (GB05), Upper Green Bay Basin via  
subsurface & surface absorption in Oconto County**

in accordance with the effluent limitations, monitoring requirements and other conditions set  
forth in this permit.

The permittee shall not discharge after the date of expiration. If the permittee wishes to continue to discharge after this expiration date an application shall be filed for reissuance of this permit, according to Chapter NR 200, Wis. Adm. Code, at least 180 days prior to the expiration date given below.

State of Wisconsin Department of Natural Resources  
For the Secretary

By \_\_\_\_\_  
Heidi Schmitt Marquez  
Wastewater Field Supervisor

\_\_\_\_\_  
Date Permit Signed/Issued

**PERMIT TERM: EFFECTIVE DATE - April 01, 2026**

**EXPIRATION DATE - March 31, 2031**

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# 1 Land Treatment Requirements

## 1.1 Sampling Point(s)

The discharge(s) shall be limited to the waste type(s) designated for the listed sampling point(s).

Sampling Point Designation	
Sampling Point Number	Sampling Point Location, Waste Description/Sample Contents and Treatment Description (as applicable)
001	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	LAND TREATMENT: Production well media filter backflush water sampled prior to pumping to the absorption area adjacent to the bottling plant

## 1.2 Monitoring Requirements and Limitations

The permittee shall comply with the following monitoring requirements and limitations.

### 1.2.1 Sampling Point (Outfall) 001 - LARGE BOTTLEWASHER FINAL RINSE, Overland Flow

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

Daily Log – Monitoring Requirements and Limitations				
All discharge and monitoring activity shall be documented on log sheets. Originals of the log sheets shall be kept by the permittee as described under “Records Retention” in the Standard Requirements section, and if requested, made available to the Department.				
Parameters	Limit	Units	Sample Frequency	Sample Type
Start to End Time	-	Date, Hour	Daily	Log
Wastewater Loading Volume	-	Gallons	Daily	Log

**1.2.2 Sampling Point (Outfall) 004 - WELL MEDIA FILTER BACKFLUSH, Other**

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

<b>Daily Log – Monitoring Requirements and Limitations</b>				
All discharge and monitoring activity shall be documented on log sheets. Originals of the log sheets shall be kept by the permittee as described under “Records Retention” in the Standard Requirements section, and if requested, made available to the Department.				
<b>Parameters</b>	<b>Limit</b>	<b>Units</b>	<b>Sample Frequency</b>	<b>Sample Type</b>
Start to End Time	-	Date, Hour	Daily	Log
Wastewater Loading Volume	-	Gallons	Daily	Log

## 2 Schedules

### 2.1 Flow Meter Updates

This schedule requires updated Flow Meters at Outfalls 001 and 004

Required Action	Due Date
<p><b>Action Plan:</b> 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 is 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><b>Initiate Actions:</b> Initiate actions identified in the department approved action plan.</p>	09/30/2026
<p><b>Complete Actions:</b> Complete actions necessary to achieve compliance.</p>	12/31/2026

### 2.2 Land Treatment Management Plan

A management plan is required for the land treatment system.

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

### 3 Standard Requirements

**Chapter NR 205, Wisconsin Administrative Code (Conditions for Industrial Dischargers):** The conditions in ss. NR 205.07(1) and NR 205.07(3), Wis. Adm. Code, are included by reference in this permit. The permittee shall comply with all of these requirements. Some of these requirements are outlined in the Standard Requirements section of this permit. Requirements not specifically outlined in the Standard Requirement section of this permit can be found in ss. NR 205.07(1) and NR 205.07(3), Wis. Adm. Code.

#### 3.1 Reporting and Monitoring Requirements

##### 3.1.1 Monitoring Results

Monitoring results obtained during the previous month shall be summarized and reported on a Department Wastewater Discharge Monitoring Report. The report may require reporting of any or all of the information specified below under 'Recording of Results'. This report is to be returned to the Department no later than the date indicated on the form. A copy of the Wastewater Discharge Monitoring Report Form or an electronic file of the report shall be retained by the permittee.

Monitoring results shall be reported on an electronic discharge monitoring report (eDMR). The eDMR shall be certified electronically by a responsible executive or officer, manager, partner or proprietor as specified in s. 283.37(3), Wis. Stats., or a duly authorized representative of the officer, manager, partner or proprietor that has been delegated signature authority pursuant to s. NR 205.07(1)(g)2, Wis. Adm. Code. The 'eReport Certify' page certifies that the electronic report form is true, accurate and complete.

If the permittee monitors any pollutant more frequently than required by this permit, the results of such monitoring shall be included on the Wastewater Discharge Monitoring Report.

The permittee shall comply with all limits for each parameter regardless of monitoring frequency. For example, monthly, weekly, and/or daily limits shall be met even with monthly monitoring. The permittee may monitor more frequently than required for any parameter.

##### 3.1.2 Sampling and Testing Procedures

Sampling and laboratory testing procedures shall be performed in accordance with Chapters NR 218 and NR 219, Wis. Adm. Code, and completed by a laboratory certified or registered in accordance with the requirements of ch. NR 149, Wis. Adm. Code. Groundwater sampling shall be performed in accordance with procedures contained in s. NR 140.16, Wis. Adm. Code, and the WDNR publications, Groundwater Sampling Desk Reference (PUBL-DG-037-96) and Groundwater Sampling Field Manual (PUBL-DG-038-96). The analytical methodologies used shall enable the laboratory to quantitate all substances for which monitoring is required at levels below the effluent limitation and/or groundwater standard. If the required level cannot be met by any of the methods available in ch. NR 219, Wis. Adm. Code, then the method with the lowest limit of detection shall be selected. Additional test procedures may be specified in this permit.

##### 3.1.3 Recording of Results

The permittee shall maintain records which provide the following information for each effluent measurement or sample taken:

- The date, exact place, method and time of sampling or measurements;
- The individual who performed the sampling or measurements;
- The date the analysis was performed;
- The individual who performed the analysis;
- The analytical techniques or methods used; and

- The results of the analysis.

### **3.1.4 Reporting of Monitoring Results**

The permittee shall use the following conventions when reporting effluent monitoring results:

- Pollutant concentrations less than the limit of detection shall be reported as < (less than) the value of the limit of detection. For example, if a substance is not detected at a detection limit of 0.1 mg/L, report the pollutant concentration as < 0.1 mg/L.
- Pollutant concentrations equal to or greater than the limit of detection, but less than the limit of quantitation, shall be reported and the limit of quantitation shall be specified.
- For purposes of calculating fees under ch. NR 101, Wis. Adm. Code, a reporting limit of 2.0 mg/L for BOD<sub>5</sub> and 2.5 mg/L Total Suspended Solids shall be considered to be limits of quantitation.
- For the purposes of reporting a calculated result, average or a mass discharge value, the permittee may substitute a “0” (zero) for any pollutant concentration that is less than the limit of detection. However, if the effluent limitation is less than the limit of detection, the department may substitute a value other than zero for results less than the limit of detection, after considering the number of monitoring results that are greater than the limit of detection and if warranted when applying appropriate statistical techniques.
- If no discharge occurs through an outfall, flow related parameters (e.g. flow rate, hydraulic application rate, volume, etc.) should be reported as “0” (zero) at the required sample frequency specified for the outfall. For example: if the sample frequency is daily, “0” would be reported for any day during the month that no discharge occurred.

### **3.1.5 Records Retention**

The permittee shall retain records of all monitoring information, including all calibration and maintenance records and all original strip chart recordings or electronic data records for continuous monitoring instrumentation, copies of all reports required by the permit, and records of all data used to complete the application for the permit for a period of at least 3 years from the date of the sample, measurement, report or application, except for sludge management forms and records, which shall be kept for a period of at least 5 years.

### **3.1.6 Other Information**

Where the permittee becomes aware that it failed to submit any relevant facts in a permit application or submitted incorrect information in a permit application or in any report to the Department, it shall promptly submit such facts or correct information to the Department.

### **3.1.7 Reporting Requirements – Alterations or Additions**

The permittee shall give notice to the Department as soon as possible of any planned physical alterations or additions to the permitted facility. Notice is only required when:

- The alteration or addition to the permitted facility may meet one of the criteria for determining whether a facility is a new source.
- The alteration or addition could significantly change the nature or increase the quantity of pollutants discharged. This notification requirement applies to pollutants which are not subject to effluent limitations in the existing permit.
- The alteration or addition results in a significant change in the permittee’s sludge use or disposal practices, and such alteration, addition, or change may justify the application of permit conditions that are different from or absent in the existing permit, including notification of additional use of disposal sites not reported during the permit application process nor reported pursuant to an approved land application plan. Additional sites may not be used for the land application of sludge until department approval is received.

## 3.2 System Operating Requirements

### 3.2.1 Noncompliance Reporting

The permittee shall report the following types of noncompliance by a telephone call to the Department's regional office within 24 hours after becoming aware of the noncompliance:

- Any noncompliance which may endanger health or the environment;
- Any violation of an effluent limitation resulting from a bypass;
- Any violation of an effluent limitation resulting from an upset; and
- Any violation of a maximum discharge limitation for any of the pollutants listed by the Department in the permit, either for effluent or sludge.

A written report describing the noncompliance shall also be submitted to the Department as directed at the end of this permit within 5 days after the permittee becomes aware of the noncompliance. On a case-by-case basis, the Department may waive the requirement for submittal of a written report within 5 days and instruct the permittee to submit the written report with the next regularly scheduled monitoring report. In either case, the written report shall contain a description of the noncompliance and its cause; the period of noncompliance, including exact dates and times; the steps taken or planned to reduce, eliminate and prevent reoccurrence of the noncompliance; and if the noncompliance has not been corrected, the length of time it is expected to continue.

A scheduled bypass approved by the Department under the 'Scheduled Bypass' section of this permit shall not be subject to the reporting required under this section.

**NOTE:** Section 292.11(2)(a), Wisconsin Statutes, requires any person who possesses or controls a hazardous substance or who causes the discharge of a hazardous substance to notify the Department of Natural Resources **immediately** of any discharge not authorized by the permit. **The discharge of a hazardous substance that is not authorized by this permit or that violates this permit may be a hazardous substance spill. To report a hazardous substance spill, call DNR's 24-hour HOTLINE at 1-800-943-0003.**

### 3.2.2 Bypass

Except for a controlled diversion as provided in the 'Controlled Diversions' section of this permit, any bypass is prohibited and the Department may take enforcement action against a permittee for such occurrences under s. 283.89, Wis. Stats. The Department may approve a bypass if the permittee demonstrates all the following conditions apply:

- The bypass was unavoidable to prevent loss of life, personal injury, or severe property damage;
- There were no feasible alternatives to the bypass, such as the use of auxiliary treatment facilities or adequate back-up equipment, retention of untreated wastes, reduction of inflow and infiltration, or maintenance during normal periods of equipment downtime. This condition is not satisfied if adequate back-up equipment should have been installed in the exercise of reasonable engineering judgment to prevent a bypass which occurred during normal periods of equipment downtime or preventive maintenance. When evaluating feasibility of alternatives, the department may consider factors such as technical achievability, costs and affordability of implementation and risks to public health, the environment and, where the permittee is a municipality, the welfare of the community served; and
- The bypass was reported in accordance with the 'Noncompliance Reporting' section of this permit.

### 3.2.3 Scheduled Bypass

Whenever the permittee anticipates the need to bypass for purposes of efficient operations and maintenance and the permittee may not meet the conditions for controlled diversions in the 'Controlled Diversions' section of this permit, the permittee shall obtain prior written approval from the Department for the scheduled bypass. A permittee's written request for Department approval of a scheduled bypass shall demonstrate that the conditions for unscheduled bypassing are met and include the proposed date and reason for the bypass, estimated volume and duration of the

bypass, alternatives to bypassing and measures to mitigate environmental harm caused by the bypass. The department may require the permittee to provide public notification for a scheduled bypass if it is determined there is significant public interest in the proposed action and may recommend mitigation measures to minimize the impact of such bypass.

### **3.2.4 Controlled Diversions**

Controlled diversions are allowed only when necessary for essential maintenance to assure efficient operation provided the following requirements are met:

- Effluent from the wastewater treatment facility shall meet the effluent limitations established in the permit. Wastewater that is diverted around a treatment unit or treatment process during a controlled diversion shall be recombined with wastewater that is not diverted prior to the effluent sampling location and prior to effluent discharge;
- A controlled diversion may not occur during periods of excessive flow or other abnormal wastewater characteristics;
- A controlled diversion may not result in a wastewater treatment facility overflow; and
- All instances of controlled diversions shall be documented in wastewater treatment facility records and such records shall be available to the department on request.

### **3.2.5 Proper Operation and Maintenance**

The permittee shall at all times properly operate and maintain all facilities and systems of treatment and control which are installed or used by the permittee to achieve compliance with the conditions of this permit. Proper operation and maintenance includes effective performance, adequate funding, adequate operator staffing and training as required in ch. NR 114, Wis. Adm. Code, and adequate laboratory and process controls, including appropriate quality assurance procedures. This provision requires the operation of back-up or auxiliary facilities or similar systems only when necessary to achieve compliance with the conditions of the permit.

### **3.2.6 Operator Certification**

The wastewater treatment facility shall be under the direct supervision of a state certified operator. In accordance with s. NR 114.53, Wis. Adm. Code, every WPDES permitted treatment plant shall have a designated operator-in-charge holding a current and valid certificate. The designated operator-in-charge shall be certified at the level and in all subclasses of the treatment plant, except laboratory. Treatment plant owners shall notify the department of any changes in the operator-in-charge within 30 days. Note that s. NR 114.52(22), Wis. Adm. Code, lists types of facilities that are excluded from operator certification requirements (i.e. private sewage systems, pretreatment facilities discharging to public sewers, industrial wastewater treatment that consists solely of land disposal, agricultural digesters and concentrated aquatic production facilities with no biological treatment).

### **3.2.7 Spill Reporting**

The permittee shall notify the Department in accordance with ch. NR 706 (formerly NR 158), Wis. Adm. Code, in the event that a spill or accidental release of any material or substance results in the discharge of pollutants to the waters of the state at a rate or concentration greater than the effluent limitations established in this permit, or the spill or accidental release of the material is unregulated in this permit, unless the spill or release of pollutants has been reported to the Department in accordance with s. NR 205.07 (1)(s), Wis. Adm. Code.

### **3.2.8 Planned Changes**

In accordance with ss. 283.31(4)(b) and 283.59, Stats., the permittee shall report to the Department any facility expansion, production increase or process modifications which will result in new, different or increased discharges of pollutants. The report shall either be a new permit application, or if the new discharge will not violate the effluent limitations of this permit, a written notice of the new, different or increased discharge. The notice shall contain a

description of the new activities, an estimate of the new, different or increased discharge of pollutants and a description of the effect of the new or increased discharge on existing waste treatment facilities. Following receipt of this report, the Department may modify this permit to specify and limit any pollutants not previously regulated in the permit.

### 3.2.9 Duty to Halt or Reduce Activity

Upon failure or impairment of treatment facility operation, the permittee shall, to the extent necessary to maintain compliance with its permit, curtail production or wastewater discharges or both until the treatment facility operations are restored or an alternative method of treatment is provided.

## 3.3 Land Treatment Requirements for Industrial Discharges

**NR 214, Wisconsin Administrative Code:** The requirements of this section are based on ss. NR 214.12-16, Wis. Adm. Code, and apply to wastewater discharges to designed and constructed absorption pond, ridge & furrow, spray irrigation, overland flow and subsurface absorption treatment systems.

### 3.3.1 Formulas for Land Treatment Calculations

The permittee shall use the following formulas for land treatment calculations, unless an alternate calculation method is approved by the Department in the Land Treatment Management Plan.

#### 3.3.1.1 Monthly Average Hydraulic Application Rate

Determine the monthly average hydraulic application rate (in gal/acre/day) for each outfall by calculating the total gallons of wastewater applied onto the site for the month, dividing that total by the number of wetted acres loaded during the month, and then dividing this resulting value by the number of days in the month. Enter this calculated monthly value on the Discharge Monitoring Report form in the box for the last day of the month, in the "Hydraulic Application Rate" column.

#### 3.3.1.2 Annual Total Nitrogen per Cell or per Zone

$$\frac{(\text{annual ave. concentration in mg/L}) (\text{tot. annual flow in million gallons per cell or zone}) (8.34)}{\text{acreage of cell or zone}} = \text{lbs/ac/yr}$$

#### 3.3.1.3 Annual Total Chloride per Cell or per Zone

$$\frac{(\text{annual ave. concentration in mg/L}) (\text{tot. annual flow in million gallons per cell or zone}) (8.34)}{\text{acreage of cell or zone}} = \text{lbs/ac/yr}$$

### 3.3.2 Chloride Requirements for Land Treatment Systems

Since chloride is not significantly treated by the soil, the chloride level of the wastewater treated on land shall be minimized to the extent that is technically and economically feasible. The goal is to protect groundwater quality and prevent exceedance of the 125 mg/L groundwater preventive action limit.

## 4 Summary of Reports Due

FOR INFORMATIONAL PURPOSES ONLY

Description	Date	Page
Flow Meter Updates -Action Plan	June 30, 2026	3
Flow Meter Updates -Initiate Actions	September 30, 2026	3
Flow Meter Updates -Complete Actions	December 31, 2026	3
Land Treatment Management Plan -Land Treatment Management Plan	April 1, 2027	3
Wastewater Discharge Monitoring Report	no later than the date indicated on the form	4

Report forms shall be submitted electronically in accordance with the reporting requirements herein. Any facility plans or plans and specifications for municipal, industrial, industrial pretreatment and non industrial wastewater systems shall be submitted to the Bureau of Water Quality, P.O. Box 7921, Madison, WI 53707-7921. All other submittals required by this permit shall be submitted to: Northeast Region, 2984 Shawano Ave, Green Bay, WI 54313-6727.