



United Center

The United Center specified Zip Water through Culligan’s role as the Official Water Partner to bring premium hydration solutions to the home of the Chicago Bulls and Chicago Blackhawks. Together, the partnership reflects a shared commitment to innovation, sustainability, and elevating the guest experience throughout the venue.

Vertical
Hospitality

Location
Chicago, IL

THE BRIEF

Through a shared commitment to sustainability, the partnership focused on helping reduce Chicago’s reliance on single-use plastics while making premium, sustainable hydration more accessible throughout one of the city’s most iconic venues. The initiative aimed to demonstrate how small, everyday choices can collectively create meaningful environmental impact.

Beyond reducing plastic waste, the goal was to encourage fans, guests, and partners to participate in more sustainable behaviors while enhancing recycling efforts and amplifying the collective impact of sustainability initiatives throughout the venue. “The United Center’s platform and audience connection gives us a unique ability to impact sustainability efforts,” says Joe Myhra, United Center’s executive vice president and COO. “Our work and partnership with Culligan are leading examples of our commitment to collaboration and making a positive impact on sustainability and our local community.”

THE SOLUTION

To deliver a premium hydration experience that matched the elevated atmosphere of the United Center, Zip Water’s Elite Plus in brushed chrome was installed throughout 60 premier 100-level suites across the arena. The sleek, modern systems seamlessly complemented the venue’s upscale suite design while providing instant filtered chilled, and sparkling water.

The installation not only elevated the guest experience with best-in-class hydration technology but also supported the United Center’s broader sustainability goals by helping reduce dependence on bottled water and single-use plastics throughout the facility.



“Our work and partnership with Culligan [and Zip] are leading examples of our commitment to collaboration and making a positive impact on sustainability and our local community.”

– Joe Myhra – Executive Vice President & COO of United Center



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