

# Burst the Bubbles – Boycott SodaStream!



**Soda Stream** is a great invention that turns water into sparkling drinks in seconds,

**BUT**

**Soda stream is an ethically unacceptable product.** The company benefits from land grab, exploitation of resources and violations of human rights and international law.

**SodaStream has been for many years complicit in the colonization of Palestinian land by Israel.**

From 1996 till September 2015 the company produced home carbonating devices in the industrial zone Mishor Adumim in the settlement Ma'aleh Adumim. Thus the company explicitly contributed to the maintenance and expansion of this settlement, the construction of which is, like that of all Israeli settlements in the occupied Palestinian territories considered to be a violation of international law.

**SodaStream relocated its production plant to the industrial zone Lehavim in the Naqab (Negev) desert following pressure by the international BDS campaign.** The plant is based within the green line near the city of Rahat, which is an urban township built by the Israeli government in the 1970s and to which Bedouins have been forced to resettle, deprived of their traditional way of life.

**SodaStream profits from the continuous ghettoization of the Bedouin community, which is an integral purpose of the so called Praver Plan of the Israeli government;** accordingly 70.000 Bedouins will be forcibly displaced and corralled into destitute Bedouin townships.

**SodaStream profits from the Israeli government strategy** of industrialization in the Naqab (Negev) through receiving direct subsidies, which implies that the company accepts the uprooting and displacement of the indigenous Bedouins, who live there for generations.

**SodaStream is therefore complicit** in the Israeli colonization, dispossession and displacement of the indigenous population and hence remains a target of the international BDS campaign.

**Beware!** The producer of home-carbonation devices **Wasserm maxx** is not an alternative - the company was bought by SodaStream!

**For further information:**

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