



Aluminium Bottle



Cans of Water



PET Bottle



Carton of Water



Glass Bottle

Resealable	YES	NO (unless plastic cap added)	YES	NO (unless plastic cap added)	YES
Refillable	YES	SINGLE USE	SINGLE USE	SINGLE USE	YES
Widely Recyclable	YES	NO if cap added	YES	NO- multi material	YES
Made from recycled material?	YES 100%	YES 68% recycled aluminium	YES average 50%	NO	YES average 50%
Custom properties	Fully printed bottle	Fully printed can	Labelled – not in same material as bottle	Fully printed	Labelled
Additional information	Keeps water cooler for longer. Same number of bottles on pallet as PET	Users prefer to drink water out of bottles rather than cans	Single use plastic	Users prefer to drink water out of bottles rather than cartons	Heavy bottle with less bottles than PET on a pallet = More lorries on road



“a total game changer in the bottled water market”



BRITISH SPRING WATER IN 100% RECYCLED ALUMINIUM BOTTLES

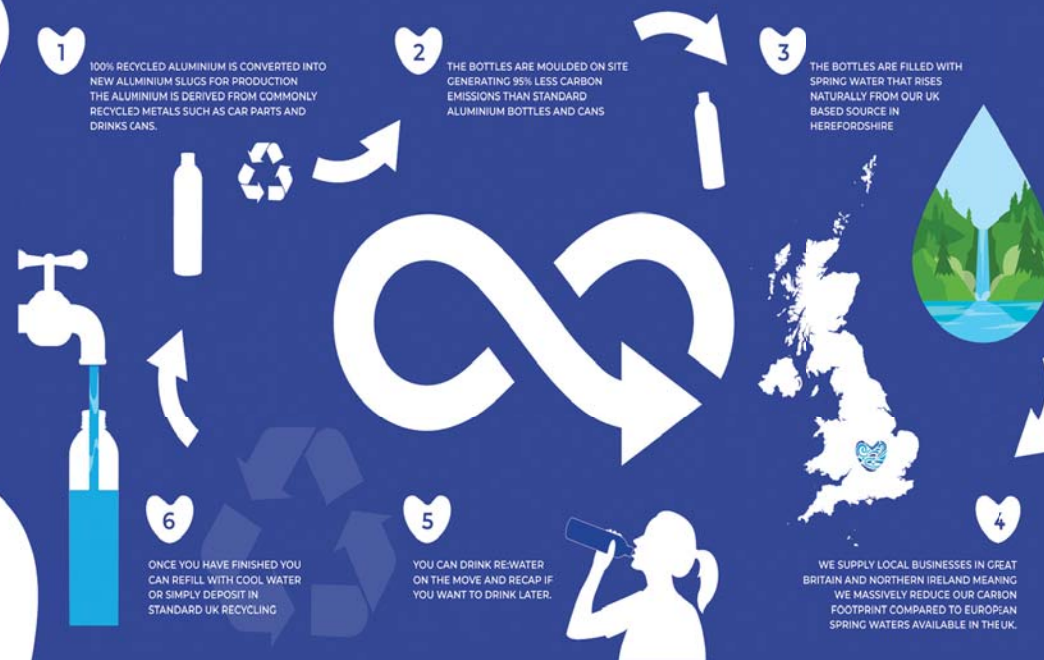
RE:WATER is a global first, offering Spring Water in a bottle made from **100% recycled aluminium**. The bottle can be reused, but once finished with is widely recyclable across the UK.

The bottle allows users to **ditch single use plastic** – but unlike cans or cartons does not require behavioural change – the 28mm neck bottle is the UK's most popular shape.

Proven successful launch with itsu and brought to you by one of the UK's leading Spring Water companies.

Strong commercial offering with **incremental sales** and similar profit contribution to standard PET bottles.

Aluminium is one of the most recycled materials in the UK (75%+ v 58% for PET) and metal recycles forever.



“We’re thrilled to be able to offer our customers a stylish, cost-effective and environmentally friendly alternative to single use plastic bottles.”

Julian Metcalfe, itsu Founder



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