

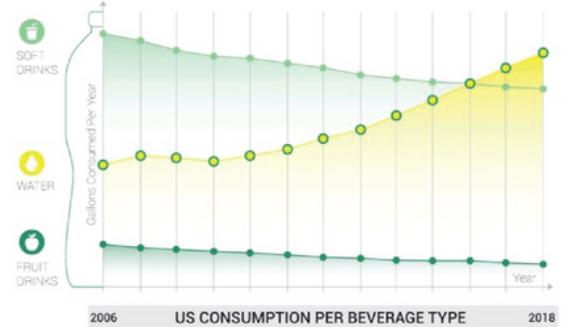
Introducing MSWD's New Aluminum Water Bottle

Why the change from plastic?

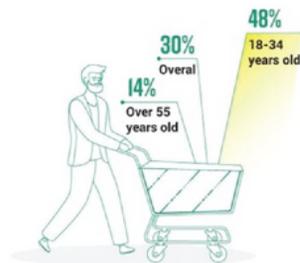


THE PROBLEM:

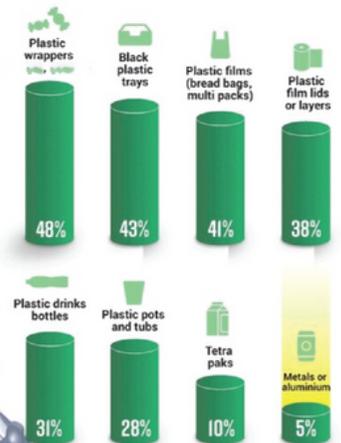
Plastic pollution is perceived as one of the biggest environmental problems of our age. Solving it without increasing other environmental burdens will require an approach that tackles wider concerns around unsustainable resource use. It is a challenge that businesses, government and the whole of society must jointly face. At the sharp end of the current debate are companies, particularly in the grocery sector, that use plastic packaging. They are now under great scrutiny, and often public pressure, to stop using the material.



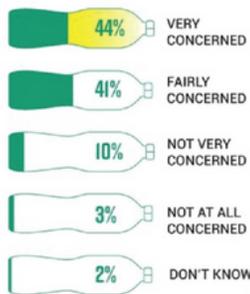
PERCENTAGE OF SHOPPERS CLAIMING TO HAVE SWITCHED THEIR REGULAR FOOD BRANDS BECAUSE OF THEIR ATTITUDE TO PACKAGING



TYPES OF FOOD PACKAGING THAT PEOPLE WORRY ABOUT



PEOPLE ARE CONCERNED ABOUT PLASTIC?



3X RECYCLED CONTENT

Aluminum contains 3x more recycled content than any other beverage container

Material	Percentage
ALUMINIUM	73%
GLASS	23%
PLASTIC	3%

ENERGY SAVER

Emissions associated with transporting and manufacturing aluminum are 7-21% lower than plastic bottles and 35-49% lower than glass bottles.

60 DAYS CYCLE

Aluminum bottles can be recycled and back on the shelf as a new bottle in 60 DAYS OR LESS, over and over and over again.

THE SOLUTION: ALUMINUM

While no single use container option is perfect, bottled water packaged in resealable aluminum containers has emerged as the best way to package the world's most popular beverage for the following reasons:

#1 MOST RECYCLED MATERIAL

Consumers recycle aluminum more than any other beverage container

Material	Percentage
ALUMINIUM	49.8%
GLASS	26.4%
PLASTIC	29.2%

To learn about our bottled water donation program, please visit www.mswd.org/award-winningwater

