

PAPER WATER BOTTLE INVENTING A FIRST

We designed an innovative new product that questions the very existence of the plastic water bottle.

WHAT WE DID

- Concept Development
- Product Naming
- Prototyping
- Product Engineering
- Product Design



The paper water bottle is an environmentally-friendly solution to the problem of plastic water bottles today.

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CHALLENGE

Each day, Americans throw out 60 million plastic bottles. Only 14% actually get recycled—meaning 86% become garbage or litter. We looked at this as a radical problem requiring an equally radical solution. Could we design a container that would leverage sustainability, be easy to transport, and enhance the consumer’s drinking experience?

SOLUTION

The 360 Paper Bottle is a sustainable vision of the future. It is the first totally recyclable paper container made from 100% renewable resources. Versatile in its range of consumer applications and made from food-safe and fully recyclable materials, it decreases energy consumed throughout the product life cycle without sacrificing functionality. It is paper packaging that stands up to all liquid categories.



6-pack configurations



Our eco-friendly design maximized functionality, even in multi-packs.

