



Bottle saving device





Introducing
Eco DrinkShield®



The hygienic,
TWIST-ON
mouthpiece

THAT UPGRADES
regular plastic
water bottles

into **SAFE,**
CLEAN
reusable ones



In the year 2008,
Americans threw away

3.9 billion
pounds of plastic *equal to:*

2.5 million bottles / hour

60 million bottles / day

21.9 billion bottles / year¹

Bottled water is serious business. Unfortunately, **most plastic bottles are not recycled.** In fact, in 2008 the U.S. recycled only 27% of them and the rest ended up in our landfills or other places.¹

Just how serious is it?

In 2008, nearly **9 billion gallons** of water was bottled and sold in the USA, plus **five times this amount** sold worldwide at a cost to consumers of over **100 billion dollars!**^{2a}

Americans now drink an average of **30 gallons of bottled water per year**, more than milk or beer.^{2a}

Many people are concerned about plastic safety ...

The good news is that plastic leaching is completely unrelated to single-use (Type-1) PET plastic water bottles, which does not contain BPA (bisphenol-A) and never has.³

All major health-safety authorities have reviewed and cleared PET plastic water bottles as safe for both single and repeated use.⁴

In fact, it is widely considered one of the safest and most common forms of plastic used for food packaging.^{2b}

(Type-1) PET plastic water bottles

Do **NOT** contain BPA (bisphenol-A)^{3,6,8}

Do **NOT** contain phthalates^{5,6}

Do **NOT** contain dioxin^{5,6}

Do **NOT** contain endocrine disruptors⁶

Do **NOT** contain lead or cadmium⁶

It is safe to refill and reuse disposable single-use PET plastic water bottles, but they have the potential for bacterial contamination since they can't be properly sterilized.⁷

"Your mouth leaves a film that harbors bacteria, and the bottle's narrow mouth makes it hard to clean."⁹

– Kellogg Schwab

Director, Center for Water and Health
Johns Hopkins Bloomberg School of Public Health

1. 2008 Report on Postconsumer PET Container Recycling Activity, National Association for PET Container Resources 2. *Bottled & Sold: The story behind our obsession with bottled water* by Peter H. Gleick, Island Press 2010, a.p.5, b.p.91 3. "Consumers are Confusing Two Different Plastics" 2009 PET Resin Association, http://www.petresin.org/news_NoBPAinPET.asp 4. "PET Safety & Use" 2009 PET Resin Association, http://www.petresin.org/safety_uses.asp 5. *Bottlemania* by Elizabeth Royte, Bloomsbury USA 2008, p.148-149 6. "The Science Behind PET" 2009 PET Resin Association, http://www.petresin.org/science_behindpet.asp 7. "Plastic Water Bottles" February 2009 NRDC, <http://www.nrdc.org/thisgreenlife/0902.asp> 8. "The Truth About Plastic" July 21, 2008 Time, p.55-56 9. "Health: Freshen Up Your Drink", March 24, 2008 Time, p.65



The clever solution for under \$4.*

Enter **Eco DrinkShield**, a practical and inexpensive way for everyone to **start going greener**.

It's the first –*and only*– dishwasher-safe, removable mouthpiece that gives consumers the ability to **hygienically refill and reuse plastic water bottles they already have**.

Health-conscious • Budget-conscious • Eco-conscious

*MSRP

The **Eco DrinkShield**, single SKU multi-pack includes:

3 Thread size units *compatible with over*

450 Different
Bottles

160 Water
Brands

(and counting...)



The Eco DrinkShield hygienic mouthpiece works with nearly all domestically-sold bottled water, regardless of the size, shape or brand.



Thread Size

1

With a **single thread and larger bottle opening**, this thread size is found on mostly imported European brands such as:

Contrex
Evian
Vasa
Volvic



Thread Size

2

Distinguished by its **thick double thread and vertical gap lines**, this popular thread size is used by 75% of the bottled water industry and is found on brands such as:

Aquafina
Fiji
Perrier
Propel
Smartwater
San Pellegrino *(and more...)*



Thread Size

3

These **slim, tight threads** are used on **lightweight bottles with small caps** commonly found on brands such as:

Arrowhead
Crystal Geyser
Deer Park
Ice Mountain
Ozarka
Poland Springs
Sparklettes
Zephyrhills *(and more...)*



Retailer benefits

Eco DrinkShield makes an ideal fit for a wide variety of retailer environments including **grocery, eco-aware, natural food, housewares, hardware, drug, convenience, sports stores, fitness centers and more.**

With an easy hang tab, the **Eco DrinkShield displays** well on a clipstrip –*without taking up precious shelf real estate:*

- **Next to any bottled water display or aisle**
- **Along side water filters, such as Brita or Pur**
- **With other reusable bottles or eco-friendly products**
- **Adjacent to flavored powder drink additives**
- **At checkout, for impulse buys**

Retail bottled water compatibility signage

Our retail in-store signage program helps consumers identify which thread size of Eco DrinkShield fits the bottled water on display.

Great for cross promoting sales and influencing consumer awareness.



Words we live by

We believe that big changes come from doing small things everyday. If we are going to step up and make a significant, positive impact on our environment, our everyday choices will be a deciding factor.

At Eco DrinkShield, we source all our materials, packaging and printing from domestic eco-friendly suppliers who are proud – as we are – to be "MADE IN USA".

At EcoDrinkShield.com, we promise to deliver accurate, unbiased information from legitimate research and sources. We post updates on compatible water brands and bottle sizes, plus water and plastics safety info, as well as links to a variety of water related charities.

School fundraising

Eco DrinkShield's School Partnership Program is an excellent fundraising alternative to unhealthy sweets and snacks. While helping students raise money for their schools, this program also promotes safe water awareness.

Call us: **1-877-326-3573** or e-mail: **Schoolfund@EcoDrinkShield.com**



Dedicated bottle saver



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