

WHAT A WASTE

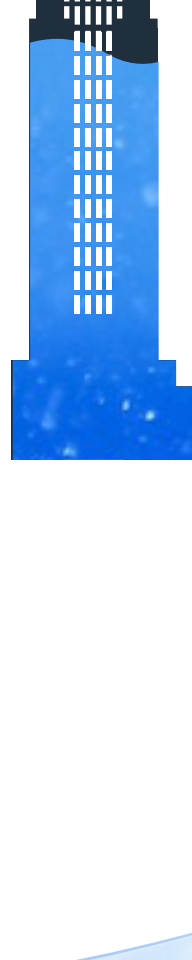
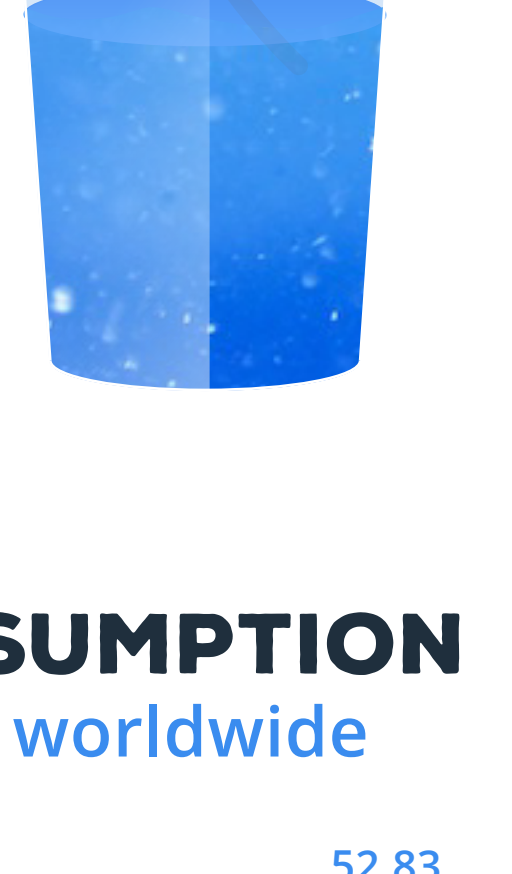
THE ABSURD INDUSTRY OF BOTTLED WATER

Bottled water is a

\$170 BILLION

business that theoretically does not need to exist.

11.7bn
GALLONS of
bottled water are
drank each year
in the U.S.



ENOUGH to fill the
Empire State Building

42x

158.5

AND CONSUMPTION
is still growing worldwide



WE ARE
NO.6
CONSUMPTION/
CAPITA

2015 / GALLONS PER YEAR



EVEN THOUGH
we have access to
clean water

&
EVEN THOUGH
BOTTLED WATER is
2,000x more expensive
than **TAP WATER**

ACCESS TO CLEAN DRINKING WATER

NO ACCESS TO CLEAN DRINKING WATER

Imagine buying a
\$2,000 DONUT



IS IT BECAUSE WE ENJOY
SPARKLING WATER? NO.

U.S. CONSUMPTION:
92% non-sparkling water
8% sparkling water

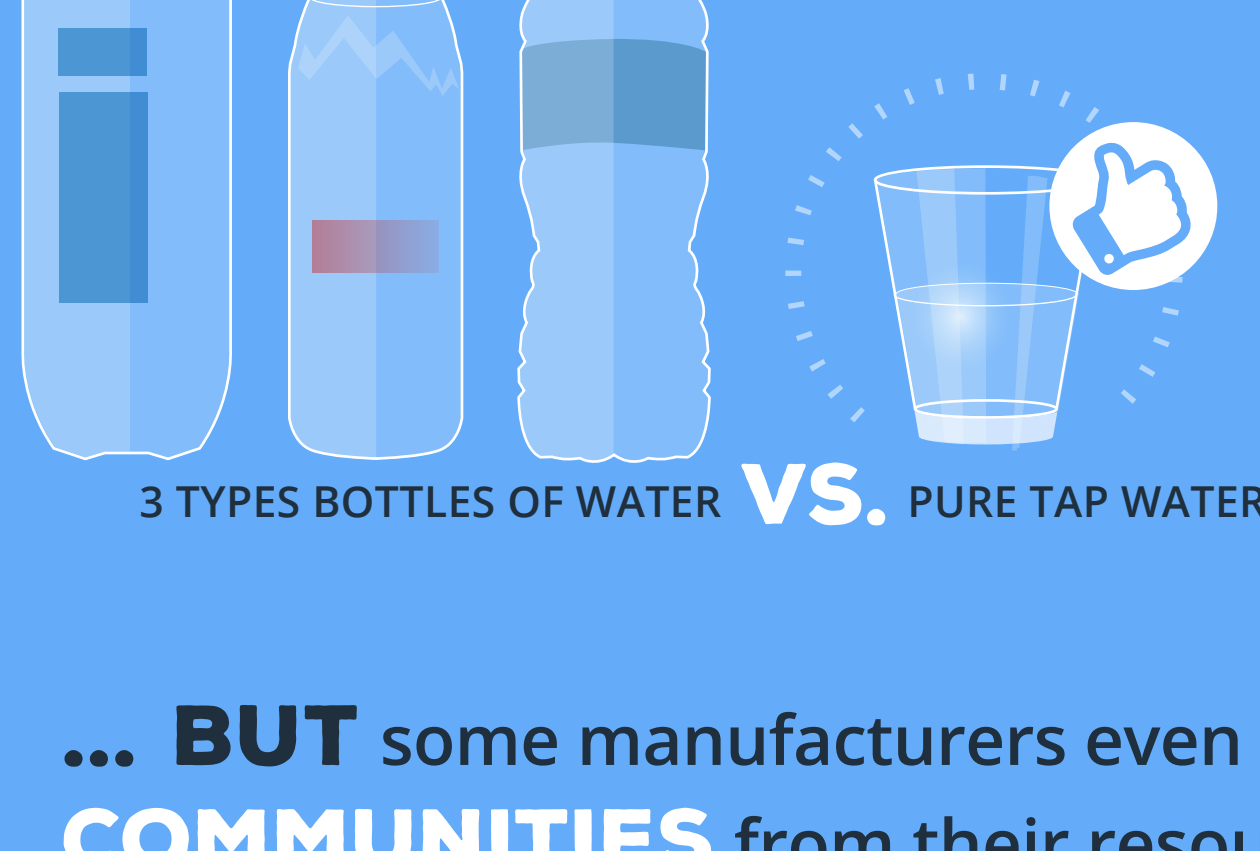
SO WHY

DO WE EVEN DRINK BOTTLED WATER?

NOT ONLY did manufacturers manage to convince us that
bottled water tastes **BETTER** and is **HEALTHIER** ...

IN BLIND TESTS PEOPLE
PREFERRED TAP WATER

IT IS
NOT.



... **BUT** some manufacturers even **DEPRIVE**
COMMUNITIES from their resources.

Nestlé
overpumps
water in Brazil
and Pakistan.



BOTTLED WATER
IS ONE OF THE BIGGEST
MARKETING TRICKS
OF THE CENTURY.

THE HIDDEN FOOTPRINT

WE COULD AVOID

IMAGINE
your drink

1/10

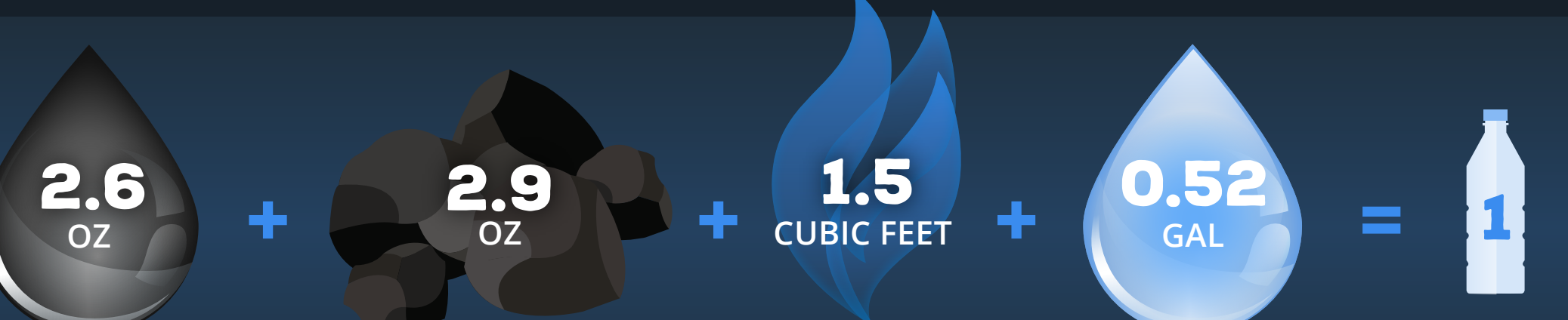
filled with oil



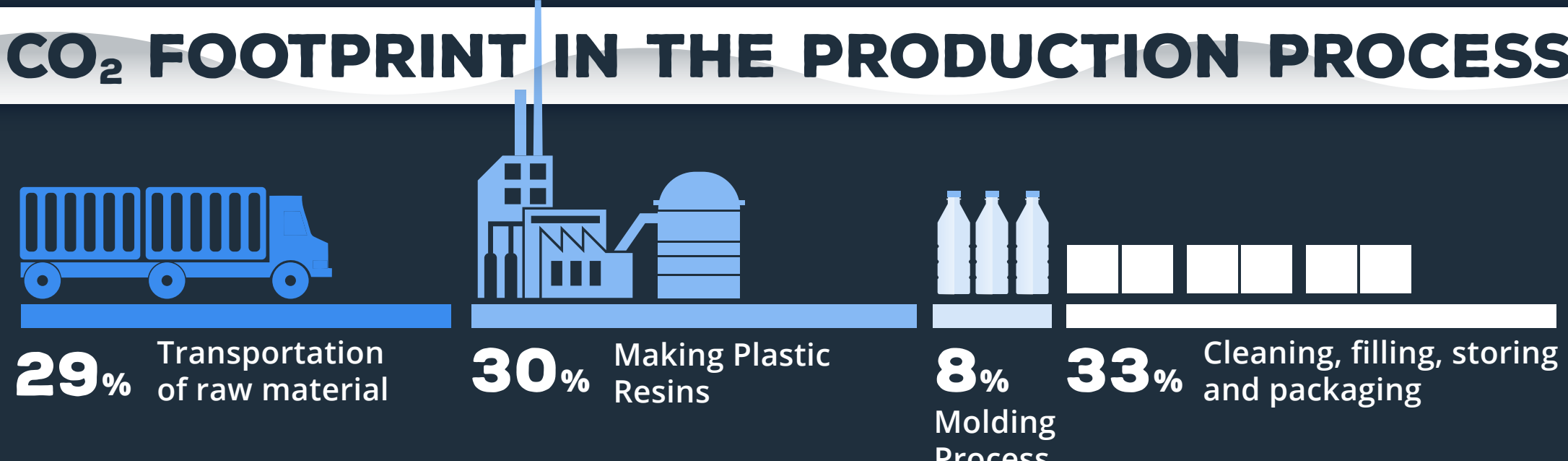
This is how
much is used to produce
1 PLASTIC BOTTLE

Annual American
consumption could keep
1 MILLION CARS
running for **12 MONTHS**

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CO₂ FOOTPRINT IN THE PRODUCTION PROCESS



To make up for the annual CO₂ emission
caused by PET bottle production, we
would need to plant a forest **28x** the
size of **YELLOWSTONE PARK**.

WHAT HAPPENS

TO THE 79 MILLION PLASTIC BOTTLES WE
USE EVERY DAY?

LANDFILL

INCINERATORS



In the U.S.,
18.8 BILLION
bottles go to landfills
each year

It takes over
1,000 YEARS
for a bottle to
biodegrade

Rainwater
washes **TOXIC**
CHEMICALS
into the soil



Although
incinerators
allow us to
create heat,
steam and electricity,
they release **TOXIC**
FUMES



IS RECYCLING THE SOLUTION?

RECYCLING

Only **30%**
of PET bottles
are recycled in
the U.S.



almost **NONE** of them are
made into new bottles

the **MAJORITY** is down-
cycled to lower grade
plastics
(Which ultimately can't be recycled)

Glass bottles
can be recycled
into new bottles
COUNTLESS
TIMES

But still, almost **22,000 TONS**
of plastic end up in the oceans
every single day

90% of
seabirds have plastic
in their stomach



If we don't change our habits,
BY 2050 there will be
MORE PLASTIC IN
THE OCEANS THAN FISH

ONE LITTLE STEP FOR YOU,

ONE GIANT LEAP FOR THE PLANET

AVOID PLASTIC BOTTLES

In San Francisco selling
plastic water bottles
21 FL OZ or below
was banned and can be fined
up to **\$ 1,000**



85 universities and
colleges joined the
"Ban the Bottle"
campaign worldwide

DRINK TAP WATER

Thanks to the Safe Drinking Act which was
introduced in 1974, 90% of Americans have
access to water that meets all health
standards

References:
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See www.trademachines.com/info/bottled-water for detailed sources.

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