



## WITH PLASTIC AGAINST THE PLASTIC MANIA

### THE ENVIRONMENTALLY FRIENDLY PLASTIC PACKAGING – IS THAT POSSIBLE?

Sustainability is a core aspect in the current positioning of many companies. This is also the case with waterdrop®: On its mission to make water drinks tasty for everyone, the young company wants to put an end to the plastic mania. In doing so, they have their finger firmly on the pulse; the reduction of plastics is as much requested as never before. Even more exciting is the question why waterdrop® has nevertheless decided to use individual plastic packaging for its products – a packaging solution developed over two years by the ETIMEX Primary Packaging GmbH.

The Viennese start-up waterdrop®, also known for its convincing TV appearance at „Die Höhle der Löwen“, offers with its microdrinks a practical possibility to increase the own water consumption. With compact cubes, so-called drops, pure water can be provided with fruit flavour and vitamins. The outer packaging of the micro drinks is appealing and well-designed. One package contains 12 drops, which in turn are individually packed. This is a product feature that the modern consumer rightly questions. Is the use of individual packaging appropriate and really necessary?

One might think that the choice of this type of packaging would be decidedly contrary to the company's sustainability concept. So how is it still possible for waterdrop® to authentically stand for the reduction of plastic use?

The company has found the solution in the cooperation with the well-established packaging manufacturer ETIMEX Primary Packaging which has also firmly embedded the use of environmentally friendly processes and product solutions in its corporate principles and philosophy. For the drops of waterdrop® ETIMEX has therefore developed a new packaging solution for over two years which meets the common demands for sustainable action.

#### **Mono Polypropylene as solution – the environmentally friendly packaging made of plastic**

In order to ensure a reliable protection of the drops against discoloration, change in taste or contamination, an individual packaging of the product is essential. With its special thermoforming sheet made of 100% recyclable PP mono ETIMEX could make a decisive contribution here. Because waterdrop® and ETIMEX pursue the same strategy. The goal is not the reduction of plastic at any price but to use plastic as packaging material as sensibly as possible. Both companies are concerned to use the positive contribution of plastic as packaging material and to put it in an appropriate relation with the upcoming challenges.



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waterdrop® itself states quite clearly: „We are putting an end to the plastic mania. Drop by drop we ensure less CO<sub>2</sub> emissions and less plastic“<sup>1</sup>. It might seem paradoxical at first sight, but the company achieves its objectives through the targeted use of the individual plastic packaging produced by ETIMEX. The thermoforming sheet used is entirely made up of polypropylene which provides many opportunities on the way to more sustainability. One of them is that this mono-material is completely recyclable.

#### The targeted use of recyclable plastic saves vast amounts of plastic.

The PP mono packaging also provides the necessary protection for the natural ingredients of the highly sensitive drops which are deliberately produced without any artificial preservatives. This is ensured by the integrated hydrogen barrier - an additional inner layer that reliably prevents moisture from penetrating the product packaging from outside. At the same time, waterdrop® helps to reduce food waste as the film increases the shelf life of the drops from a few weeks to around one year.

#### When sustainability becomes measurable.

With its idea of the drop solution in combination with the carefully developed individual packaging, waterdrop® can save up to 97% plastic and CO<sub>2</sub> emissions compared to conventional plastic bottles. Here is just one practical comparison: solely the bottle cap of a standard plastic bottle is equivalent to the amount of plastic needed for 10 drops.

For the sake of our environment the reduction of plastic is a major goal since it is thoughtlessly used in too many areas and is put to use in masses as the simplest solution. However, it is worth taking a closer look as sustainable action can also be achieved through the targeted economical use of plastic. And in the case of waterdrop® this can even be measured quite easily.

Find more information at  
[www.etimex-pp.com](http://www.etimex-pp.com)

<sup>1</sup>Waterdrop Microdrink GmbH, Die Fakten, accessed 13th November 2020, <https://www.waterdrop.de/pages/die-fakten>.