

GREEN BOTTLE



Properties list:

- single product
- end-user packaging
- new product
- refill system
- biodegradability and compostability
- bottle
- plastics
- cardboard and paper
- eco-friendly
- contemporary
- dispensing systems
- opaque
- identity by shape
- milk

Designed in its manufacturing in Britain, the bottle is as robust as plastic but, unlike the new milk jugs so popularly filtered by the test and to 30% percent of the plastic in the container, the bottle is made from 100% recycled cardboard, which is lined with an inner sleeve of biodegradable plastic made from corn starch. The plastic keeps the cardboard from becoming soggy, and the cardboard makes for easy transport, storage and pouring. Once the bottle is empty, the inner sleeve can be pulled out and will decompose in a landfill within six weeks. The cardboard outer can be put out for recycling with other paper or thrown in with kitchen and garden waste for home composting.

Reference: <http://greenbottle.com/>

Credits:

Year: 2007

Producer: Greenbottle Ltd

Concept and idea: Martin Myerscough

Other images:

