

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 filled by the test up to 30% pressure, it is made from a mixture of recycled paper and cardboard, with the cardboard wrapped in 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:

