



BOTTLES REIMAGINED

At Poland Spring® Brand, our vision for reducing packaging waste starts with a better bottle. We carefully design for recycling so that our empty bottles can be recycled and transformed into new bottles made with 100% recycled plastic. And the cycle can continue again and again, helping to keep plastic out of landfills and oceans, and reducing greenhouse gas emissions by using less virgin plastic. How can this vision become reality? Read on...

100% RECYCLED PLASTIC* BY 2022

By committing to this goal for our still water portfolio, we can help create a more robust and stable market for recycled plastic in the U.S.



CHANGE STARTS NOW

Poland Spring® Brand Origin and our 1-Liter still water bottles are our first to be produced with 100% recycled plastic* that is 100% recyclable.

LESS THAN 30% OF PLASTIC BOTTLES ARE RECYCLED IN THE US. LET'S CHANGE THIS.

The more plastic you recycle, the more we can use to create new recycled bottles, helping to reduce plastic waste.



WE WANT OUR BOTTLES BACK!

It's hard to know how to recycle properly, so we're expanding How2Recycle labels across our bottles, to make it clear. We're also supporting recycling infrastructure and education by investing in partnerships with Closed Loop Fund and The Recycling Partnership.



WE NEED YOUR HELP!

Drink responsibly, and always recycle your bottles when you're done. Tell your friends to do the same. Visit BeRecycled.org to learn how to recycle in your neighborhood.

*Bottles under 1 gallon size will be made with 100% recycled plastic; labels and caps are recyclable, but not made with recycled material.