



evian introduces new label free, 100% recyclable, 100% recycled bottle for a sustainable future

evian reveals new bottle for its uniquely sourced natural mineral water: evian's first ever label-free, fully recyclable bottle created using 100% recycled plastic*



Wednesday 8th July 2020: evian has today revealed a new bottle with an engraved logo, as the brand looks at innovative ways to reduce its use of virgin plastic. The bottle, which has been almost two years in the making, is a first of its kind for the brand; created from 100% recycled plastic*, without the need for any label.

This new stripped back bottle perfectly reflects what's on the inside. evian's uniquely sourced natural mineral water the way nature intended; pure and refreshing. A 15-year journey through the French Alpes gives evian its naturally low mineralized composition and a distinctive cool, crisp taste.

The new design will be available as a 400ml bottle and features an 'evian pink' bottle cap; both firsts within the evian product range. It will be distributed across select hotels, restaurants and hospitality in France from early July, and in additional countries from September 2020.

The new bottle is a key milestone in evian's journey to becoming a 'fully circular' brand by 2025- making all of its bottles from 100% recycled plastic*. Whilst the innovation will start as limited in distribution now, evian is constantly looking to push boundaries in packaging design. The new bottle could provide a solution globally for a sustainable future, especially for e-commerce where there is no need for barcode labelling.

The news follows on from the announcement earlier in the year that evian has received global certification for becoming carbon neutral.

Shweta Harit, evian global brand VP, said: "Today's announcement positions evian as a pioneer in sustainable design solutions, with the bottle made from 100% recycled materials* and label-free,



acting as tangible proof of our commitment to becoming a fully circular brand by 2025. It's now more important than ever for us to bring consumers our natural mineral water in the more sustainable way as we owe everything to nature.

"Breaking through the white noise with action is at the core of all that we do at evian, which is why today's launch is a key advance in innovation for us. The bottle's premium design speaks to history's most environmentally conscious generation. Stripped down to its truest form, the bottle is as pure as the water within it."

Emmanuelle Giraudon, Engineer in Research and Innovation at Danone, said: "This new innovation is so exciting as it is not just any bottle; it is recyclable, made from 100% recycled plastic*, and label-free all in one that has been specifically designed to minimize environmental impact.

"Thanks to the engraving, we can preserve the natural beauty of the bottle and be closer to the water's purity. We wanted to keep the "evian touch" when designing the bottle, and we created a new pink cap especially for this bottle. Our revolution makes old plastic the ultimate new innovation."



[Link to product imagery and campaign video here](#)

The Label-free Bottle

Available from early July on evianchezvous.com

France: Cojean, La Grande Epicerie, as well as a selection of hotels. Soon to be available with other partners.

Available in international markets from September 2020: United Arab Emirates, Mexico, Malaysia, Philippines, Vietnam and Singapore

– Ends –

NOTE TO EDITORS

evian is part of the #WeActForWater movement

Through #WeActForWater Danone Waters brands are:

1. Halving the amount of virgin plastic used by their water brands, reaching 50% recycled PET (rPET) use worldwide and 100% across Europe in 2025;
2. Accelerating towards carbon neutrality in Europe by 2025, with evian and Volvic becoming carbon neutral this year;
3. Matching every liter of water sold with a liter for people in need, by creating a fund to help 50M people in developing countries access safe drinking water by 2030;
4. Enhancing watershed and wetlands preservation around the world;
5. Expecting the collective of its water brands to achieve B Corp certification worldwide by 2022.



WeActForWater falls within Danone's recently announced €2 billion investment acceleration plan, investing between 2020-2022 to further transform their agriculture, energy and operations, packaging and digital capabilities.

*evian fully circular brand by 2025

evian is committed to making all of its plastic bottles from 100% recycled plastic by 2025, adopting a 'circular approach' to plastic usage, where plastic is kept within the economy and out of nature. Working in close relationship with the Ellen MacArthur Foundation to define this roadmap, evian will move from a linear model to a circular one, where all bottles will be made from recycled plastic without the need for any virgin plastics. This will enable plastic to evolve from potential waste to become a valuable resource. evian plans to achieve this through pioneering partnerships to redesign its packaging, accelerate recycling initiatives and remove plastic waste from nature.

*Excluding the cap

The caps on evian's label-free bottles are not produced from the same type of plastic (rPET) that is used to produce their bottles. HDPE and OPP plastics are used in order to help preserve water purity and quality for consumers. HDPE and OPP plastics are recyclable and evian encourages consumers to check their local recycling listings and recycle all evian bottles in the correct stream so that they can be reused. For more information on evian transforming its approach to plastic to become a circular brand by 2025, please visit: <https://circular.evian.eco/>

About evian®

evian® natural mineral water comes from the heart of the French Alps, a unique geological site in the world. For more than 15 years, it travels through the rocks, where it is enriched with essential minerals. The brand has been working for over 25 years to preserve natural surroundings of the source, in an effort to preserve evian® natural mineral water's exceptional quality for generations to come. Naturally pure and uniquely balanced, evian® natural mineral water is a healthy choice throughout the day.

evian®, a Danone brand, embraces the company's One Planet. One Health vision that the health of the people and the health of the planet are interconnected and therefore seeks to protect and nourish both.

For more information on evian and the planet, please visit: https://www.evian.com/en_us/planet

evian carbon neutrality certification

evian has been certified carbon neutral to the internationally-recognised standard PAS 2060 by the Carbon Trust, a global climate change and sustainability consultancy with almost two decades of experience in the sustainability sector. Achievement of this standard reflects the commitment and measures taken by evian to reduce direct carbon emissions arising from its own operations (Scope 1 and 2), indirect emissions from the value chain, and where residual emissions exist evian has compensated for these through good quality offsets achieved through its partnership with the Livelihoods Carbon Fund.

From now on, evian must be recertified every year to maintain its carbon neutral status. This requires the development and implementation of a yearly carbon reduction and management plan. Each year the certification process becomes more challenging as evian must begin to rely less on the compensation (the investment in funds which generate carbon credits) and more on a low carbon business model. The carbon emission reduction figures are based on the global life cycle assessment of the product.

Covid-19 relief efforts

evian is supporting the response to Covid-19 with a financial donation to the Red Cross to support urgent needs and supplies. In its efforts to assist healthcare workers, the donation will specifically help those on the front line. In France, evian produced 120,000 plastic bottles to help the distribution of hand sanitizer in French pharmacies – which faced nationwide shortages. The shortage arose in part due to a lack of containers, which impeded distribution. The brand is also donating tens of thousands of evian bottles of water to public hospitals and clinics in Ile-de-France.