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Bottled goodness

With the NSW Government recently introducing a ban on bottled water, one Australian company, Good Vibes For You, is trying to change the public perception of bottled water products, by producing a range of eco-friendly bottled water and merchandise.

The company supplies Australia, Singapore, Korea and the US with bottled water, and offsets 100 per cent of its carbon emissions annually, as well as making its bottles, from the label to the cap, from 100 per cent recyclable PET plastic.

Its bottling plant recycles all materials used in production, and all water used in the washing cycle of the bottles is re-circulated, filtered, and re-used, with the plant having been designed to maximise efficiency and reduced electricity consumption by 50 per cent.

GVFY is planning an education campaign in 2010 designed to teach Australia's school children the benefit of recycling and reduction of waste. The company's CEO, Simone Milasas, believes the NSW Government ban is premature and short sighted.

"The Government needs to understand the benefits of bottled water. The reason that bottled water has become popular is people were seeking an alternative to soft drinks with high sugar content, surely consumers have a right to choose what they drink?" Ms Milasas said.

"Numerous drink products are packaged in plastic – milk, juice, energy drinks. Although the government points its finger at one product, consumers should be aware of all products they consume packaged in plastic and disposed of incorrectly."

Ms Milasas said that the first step the Government should take is to investigate the bottling policies and procedures of some manufacturers, which would help to reduce the overall carbon footprint, and also provide consumers with the choice of drinking bottled water if they wanted to.

"We need to educate consumers, and consumers need to become more conscious and responsible for the way they buy and dispose of packaging," Ms Milasas said.