



NEO
WTR

EUROPE'S FIRST WATER BRAND TO
USE A 100% PREVENTED OCEAN
PLASTIC BOTTLE™



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ABOUT NEO WTR

NEO WTR IS A BRITISH SPRING WATER THAT USES A BOTTLE* MADE ENTIRELY FROM PREVENTED OCEAN PLASTIC™. THIS PLASTIC IS MADE FROM DISCARDED BOTTLES THAT HAVE BEEN COLLECTED FROM COASTLINES AT-RISK OF PLASTIC POLLUTION.

Each bottle prevents

1.7

discarded bottles
from reaching the
ocean**



*Excludes cap and label
** Equivalent to in terms of weight

How is our bottle different from other plastic drinks bottles?

NEO WTR is the first drinks brand in Europe to use 100% Prevented Ocean Plastic™ *. The bottles we recycle to make our bottles are collected from at-risk coastlines in a true bottle-to-bottle, circular solution that supports ocean protection in the process. We believe the most effective way to tackle marine plastic is to prevent it from reaching the ocean in the first place. By sourcing plastic bottles for recycling that are Ocean-Bound, we are preventing them from making it to the ocean, where recovering them would be a cleanup effort, rather than a recycling effort. This is because the sun and salt degrade the plastic, making it much harder to recycle.

Our Water

NEO WTR is a superior quality British spring water, bottled at source. High in minerals and filtered through organic land in Somerset. Our water is naturally refreshing and offers a crisp, clean taste.

THE PROBLEM

EACH YEAR 8
MILLION TONNES OF
PLASTIC ENTER THE
OCEAN.

80% OF OCEAN
PLASTIC ENTERS VIA
RIVERS AND
COASTLINES.

EACH YEAR ONE
MILLION MARINE
ANIMALS ARE KILLED
BY OCEAN PLASTIC.

THE EQUIVALENT OF ONE
RUBBISH LOAD OF
PLASTIC ENTERS THE
OCEAN EVERY MINUTE.



HOW WE MAKE A DIFFERENCE.

Each 500ml bottle of NEO WTR prevents 1.7 discarded bottles from entering the ocean.

Our material is collected in Indonesia, where they have critical plastic pollution issues as a result of inadequate waste management and recycling infrastructure, as well as unsafe tap water which makes bottled water a necessity for survival.

The programme pays collectors a fair wage for the material gathered which helps them create a better life.

The programme invests in developing recycling infrastructure in countries that need it most.

Using recycled material means new plastic isn't needed.

Sources (in order of appearance): National Geographic, Earth.org, Greenmatch, Greenpeace UK