

alt.

A message to the
planet. In a bottle.



The world consumes
1.6 billion plastic water
bottles every day ...



... creating a staggering
25 million tonnes of plastic
every year.



No surprise when ...
hydrating on-the-go means choosing between pricey
refillable water bottles or wasteful plastic ones
(which look as ugly as their impact on the planet).



Meet altwater.

The leading luxury sustainable bottled water brand taking the waste out of bottled water.

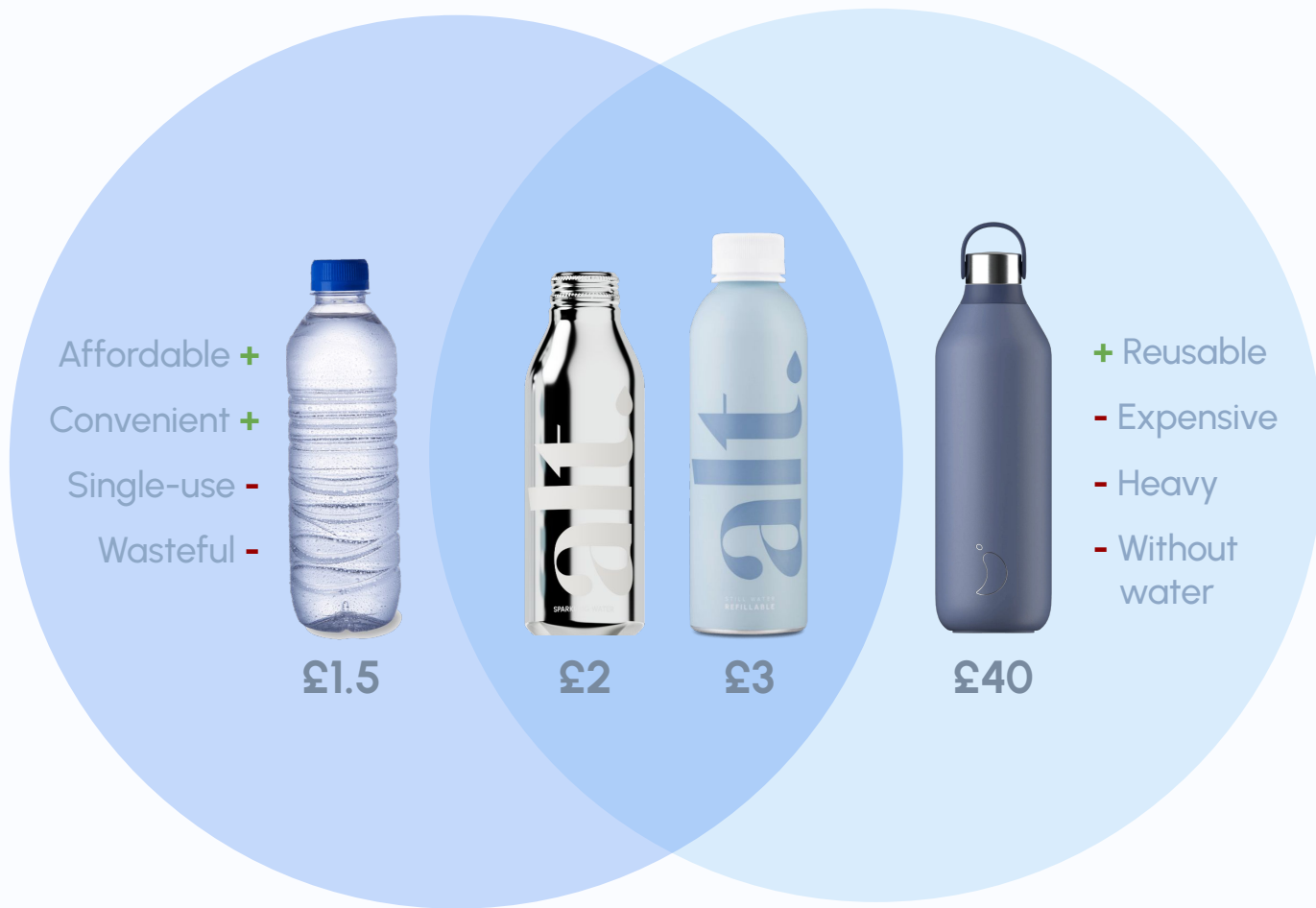


Meet altwater.

Spring water in beautiful,
infinitely-recyclable aluminium bottles.



altwater bridges the gap between wasteful single-use plastic and often forgotten steel flasks



The image shows four light blue reusable water bottles with white caps and a large white water drop logo. Two hands are shown refilling the bottles: one on the left is holding a bottle and pouring from a silver tap, and another on the right is holding a bottle under a faucet. The bottles are standing on a white surface against a light-colored speckled wall.

**If 1 in 5 Brits refilled just once a week, we'd
save ~680 million plastic bottles a year**



Better for the consumer, not just the planet

Delicious Spring water

Naturally enriched with minerals & electrolytes

Bottled water without microplastics

UV-blocking bottle helps prevent microplastics

Wide mouth opening

A delight to drink from, superior to cartons and cans

Durable and lightweight

An infinitely-recyclable aluminium bottle, perfect for on-the-go

We've made a splash across the UK luxury market ...



and are loved by over 150,000 customers!

marymccarths

I'm obsessed with the water bottles!!



tillystorm

The bottles are a HIT ★★★★★

clementine.rose.nutrition

Well this is a gorgeous, refillable water bottle 💙

emilyjbull

The best water!! 💧💧

aimeelouiseliving

This is a damn good bottle! So sturdy! I was delighted. I've been using the water bottle at work and I swear I've never had so many questions!

elmaylive

I'm genuinely obsessed with the bottles. I've give them to a couple of friends and they LOVE them!

gabycaronx

It kept my electrolytes cold all day 👍

pheeb sleighton

I literally use the bottle I have daily. Only have one 😭

fs8_oxfordcircus

We loveeeeeee, we've been showing them off around the studio 📸

chelsealabadini

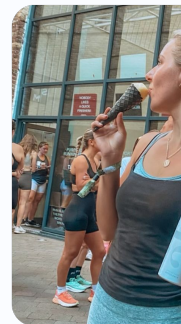
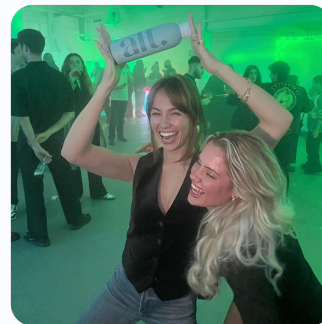
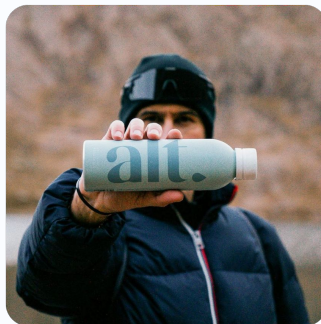
Everyone LOVES the water bottles!

personalbest_podcast

Loveee your product!

emmankesler

Absolutely obsessed. I can't wait to use & reuse them!





Bringing innovation



Revitalise your water offering with our new product type, a proven hit in the US market



Premiumising the category, increasing basket spend and cash margins



Provide a sustainable choice for the 1 in 2 bottled water drinkers who would rather buy eco-friendly options (YouGov)



Attract eco-conscious customers underserved by wasteful single-use plastics and unsatisfactory cans or cartons



Support the 79% of consumers actively reducing single-use plastics in their grocery shopping

Driving sustainable change through design

Best on shelf

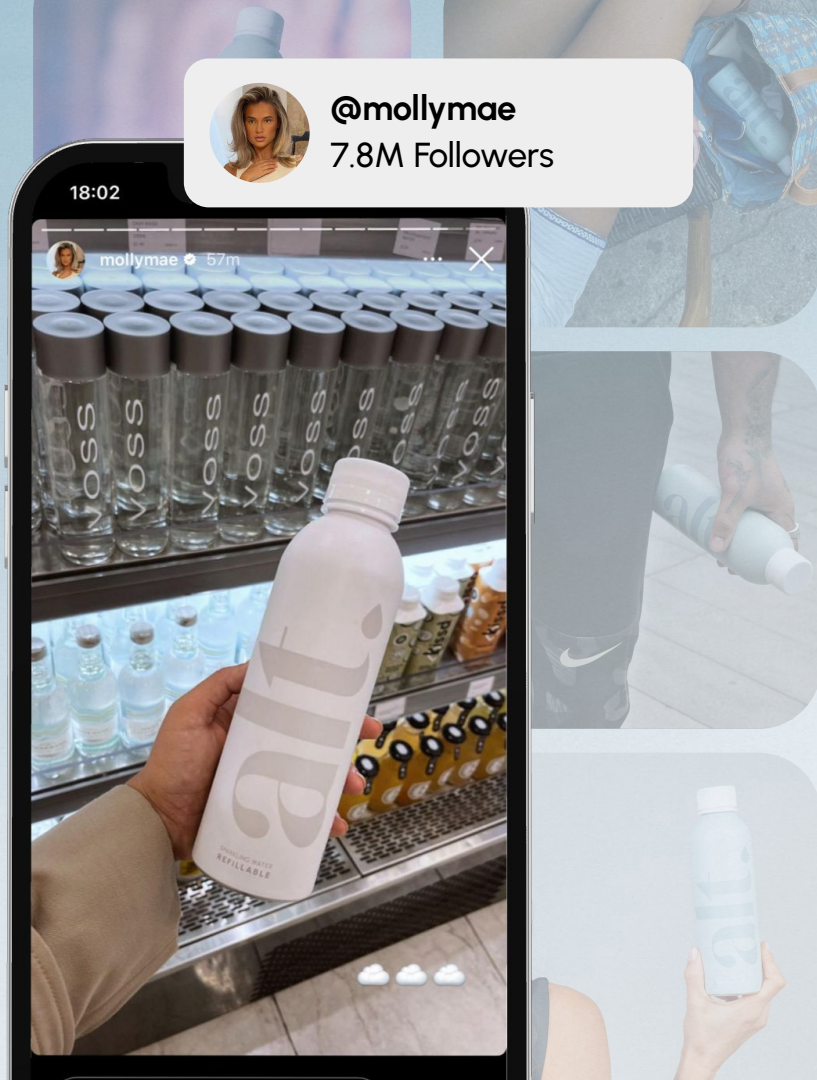
altwater captures limited consumer attention to drive buying decisions and promote sustainable behaviour

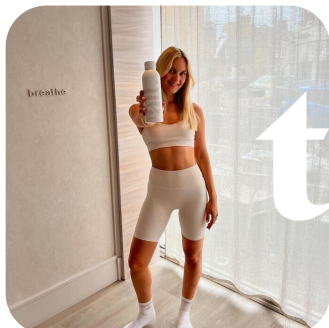
Not a single use look-alike

Minimalist feel and label; our bottle sits right alongside expensive reusable flasks

Too good not to share

altwater has attracted organic interest from popular social media influencers





thanks

Packaging overview



Plastic



Glass



Flasks



Cartons



Cans



altwater

Pre-filled



Premium experience



Resealable & Leakproof



Designed to refill



Infinitely recyclable



On-the-go



Still & Sparkling



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