

Wallaby

Deliciously fresh Australian spring water
in the world's most recycled and most
recyclable container



Infinitely
recyclable.



Most recycled,
most often.



Cools faster.
Seriously cold.



Better for
our oceans.

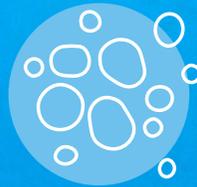
Plastic bottles are rubbish

1 million PET plastic bottles are used every minute.

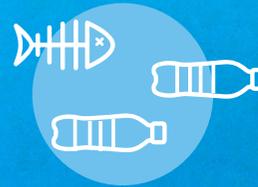
In Australia, less than half make it to a recycling facility and only 12% will be used in a new bottle. 70,000+ tones of plastic bottles go straight to landfill every year and leak into our oceans, wreaking havoc on sealife.



Plastic doesn't get recycled, it downcycles into lower quality materials, which eventually make their way into landfill and the ocean.



Plastic never goes away. It breaks down into smaller and smaller pieces that fish and marine animals ingest.



By 2050, there will be more plastic than fish by weight in our oceans. Yuck!



Over 267 marine species have been impacted by ocean plastic, particularly Australia's whales, turtles and seabirds.



*no plastic,
thanks!*

No plastic, no worries

Aluminium is our best chance at a circular packaging economy.
100% of an aluminium can has an 82% chance to become a new can,
all that's missing is you – so keep recycling, **you're crushing it!**



Aluminium is the most recycled beverage container

67% of all aluminium beverage containers are recovered and recycled, making it the most recycled beverage packaging in Australia, and the world. Aluminium outperforms plastic, glass and 'paper' cartons.



100% recyclable, infinitely

100% of our aluminium cans and bottles are recyclable, best of all aluminium won't lose quality or purity over time and 100% of the container can be recovered — unlike plastic, which downcycles into lower-grade products.

62%

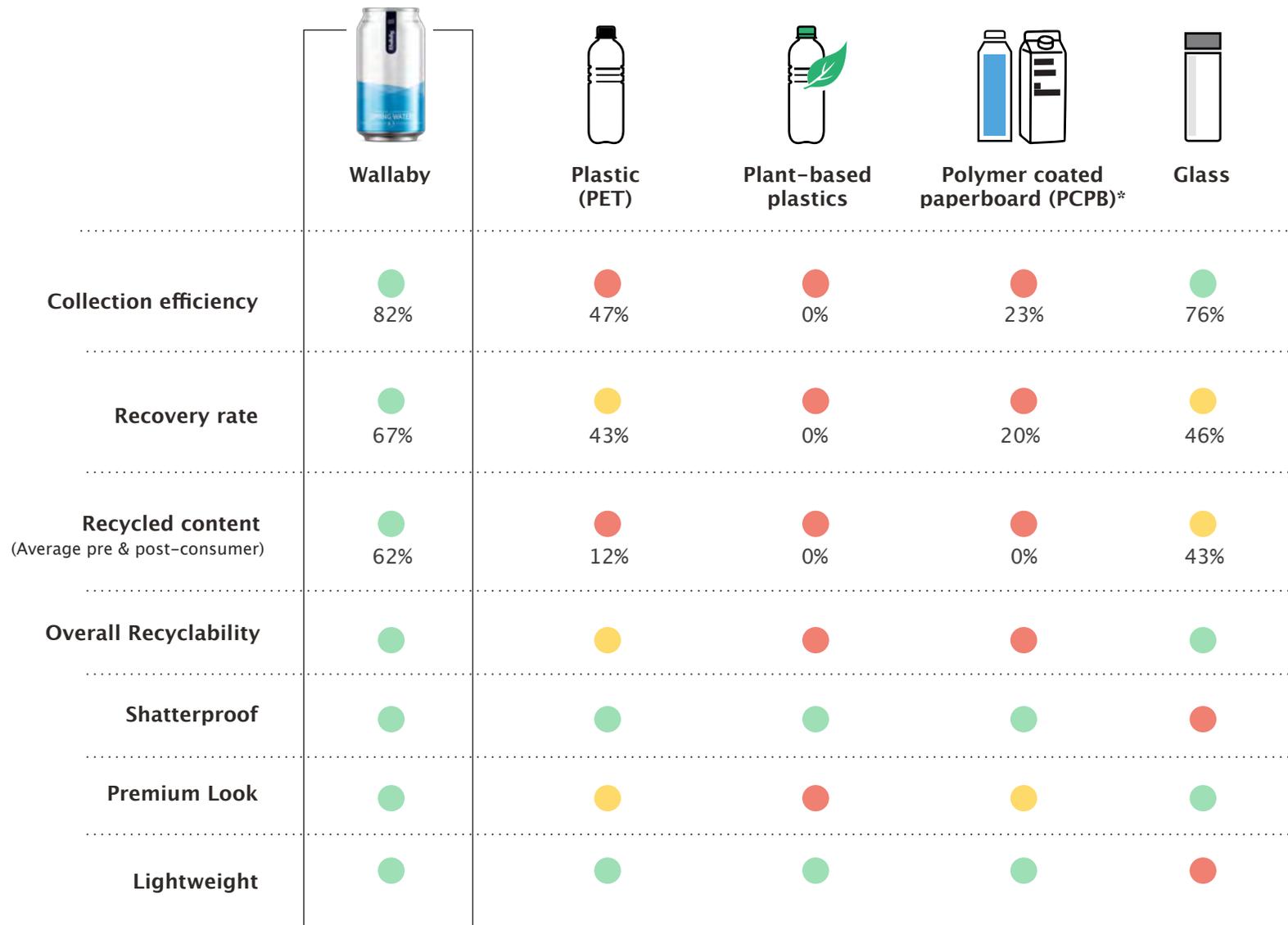
The highest average recycled content on the market

Aluminium outperforms every other beverage container on the market, with every cycle improving the overall carbon footprint of the source material.

sustainable choice



Shine on, Aluminium, shine on



Collection Efficiency: Used packaging that is collected (not directed to landfill), divided by total packaging on the market - low efficiency means a high proportion of packaging isn't separated from material flows at the household or business and is directed to landfill

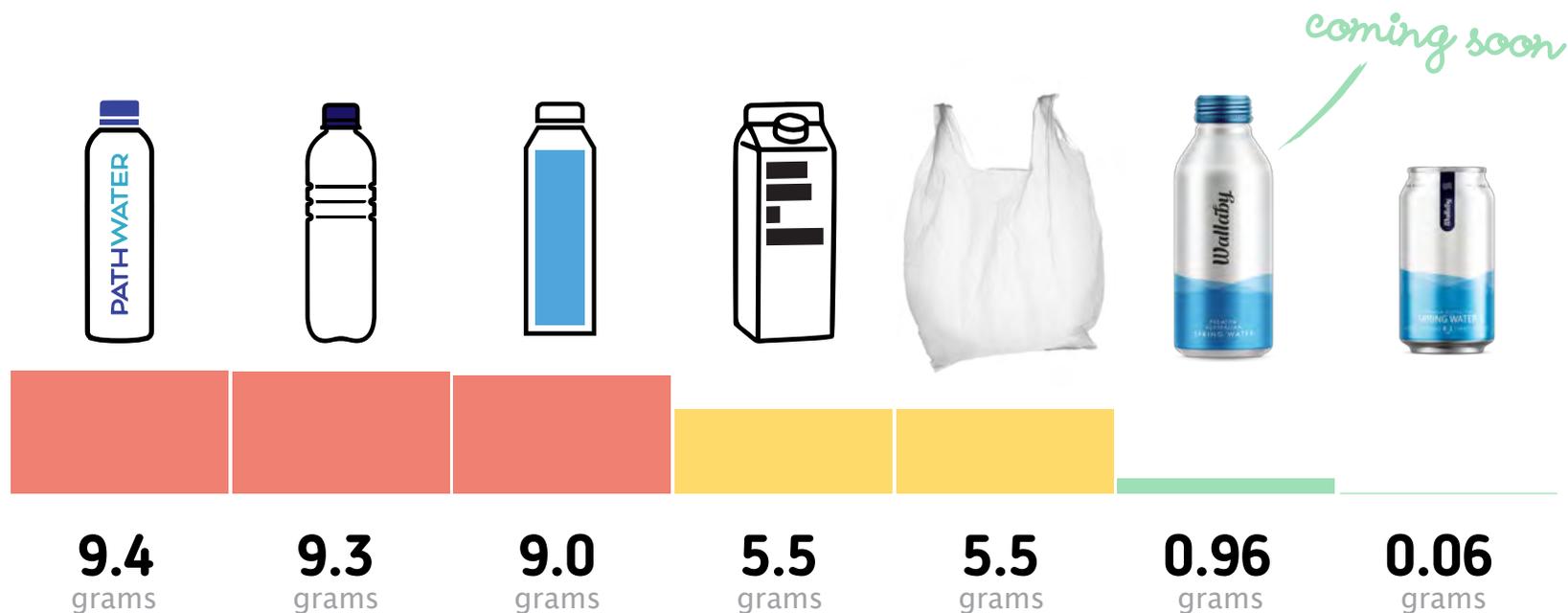
Recovery Rate: Total waste recovered (excluding stockpiling), divided by total packaging onto the market - the performance of the whole system for recovering used packaging material.

***PCPB:** paper-based packaging with a polymer coating for water resistance and structural integrity, generally, polyethylene (PE) or polylactic acid (PLA). Aseptic PCPB containers also contain a foil/metalised film layer.

Data: APCO December 2019: Australian Packaging Consumption & Resource Recovery Data. www.packagingcovenant.com.au

There's plastic in there?

We've got nothing to hide – all beverage cans are coated inside and out with a micron-thin food-safe polymer during manufacturing. The polymer protects the contents from the can and the can from the contents with no impact on the recycling process. How do we stack up against the alternatives?



All weights are taken from container manufacturers' websites and includes data from individual brands' packaging and websites.

Natural spring water, in a can



We think plastic has to go — that’s why we’re bringing you deliciously fresh Australian spring water in eco-friendly aluminium cans. They’re recycled more often than plastic, glass, and cartons. They’re also infinitely recyclable so they can be recycled over and over and over again. Plastic bottles are a huge problem. Here’s to one less.

- Most recyclable and recycled packaging material
- Convenient, compact size great for on-the-go
- Cylindrical shape conveniently fits into cup holders
- Lightweight like plastic and won’t shatter like glass
- Won’t get soggy sitting on ice like paperboard cartons



Infinitely recyclable.



Most recycled, most often



Cools faster. Seriously cold.



Better for our oceans.

Unit (375ml Can)

Description	Canned spring water in 100% aluminium container. Packaged at source.
UPC	9369998036691
Dimension	13 H x 6.5 W cm
Volume	375ml
Weight	388 grams
Shelf Life	2 years
RRP	\$3.00

Case

UPC	9369998036691
Dimension	40 x 27 x 13 cm
Pack size	24 units (cans)
Weight	9.5 KG

Pallet

Ti-Hi	10 x 10
Cases/ Units per pallet	100/2,400

What's on the consumer's lips?

95% of consumers are more likely to choose environmentally friendly packaging.

70% will pay more for sustainable packaging, and ~50% will pay 5% or more (including **20% that would pay 10-20%** more).

64% of consumers have tried a product due to packaging.

69% say cans feel colder and more refreshing.

really smart people

*Research conducted by Boston Consulting Group

“

There is a unique cold and refreshing feeling when I drink straight from a can that I don't get when drinking from a bottle.

The cold feeling of a frosty can is a big part of the refreshing drinking experience.

”
**Natural spring water
in a can,
in a box.**



Only 9% of the world's plastic has been recycled. Ever.



By 2050, plastic in our oceans will outweigh sea life.



Aluminium is 100% recyclable. Infinitely.



Join our journey to reduce problematic plastic bottles.



Made from up to 70% content, and recycled.



Cans chill faster keeping you and refreshed.



Only 9% of the world's plastic has been recycled. Ever.



By 2050, plastic in our oceans will outweigh sea life.



Join our journey to reduce problematic plastic bottles.



Made from up to 70% content, and recycled.



Naturally Alkaline. pH 8.1

From the foothills of an extinct volcano in the Victorian highlands flows a natural spring born from the abundant rainfall over the volcano's dome. Fine lava fragments filter out any particles from the rainwater and add a minute concentrate of minerals creating a uniquely alkaline source.

Our water is rich in natural minerals with a rare and desirable pH of 8.1.

Notable trace elements (typical analysis)

- Magnesium: 26 mg/L
- Potassium: 16 mg/L
- Sodium: 36 mg/L
- Calcium: 13 mg/L

now that's refreshing!



Canned water, with a twist.
Coming soon.



*reseal and
reuse me!*