

bottle up

pure still water in a reusable, plant-based bottle

2024

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Water on the Go

Water on the go is not going away.
And why should it?

These days, it's a part of our carefree, active lifestyles. The convenience of bottled water is great!

It's the wastefulness that has to go...

Bottle Up offers a sustainable & commercial opportunity.

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Partners

Bottle Up has the convenience of bottled water, but without the waste.

When you're ready to join our mission to end single-use nonsense, you won't have to look far. Our partners are as passionate as we are about making a difference.

The easier it is to find Bottle Up, the easier it is to say goodbye to single-uselessness forever...



The specs

- Endlessly reusable
- Plant-based bottle
- Filled with still British water
- RRP £3.49
- Bottle produced in the U.K.
- 100% recyclable, 0% BPA
- Donation of 100 litres included



London Red



Stone Blue



Champagne Pink

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STRAND PALACE
EST. 1909 LONDON

- In-room bottled water solution since October 2023
- Strand Palace has reduced 15,000 single-use bottles per week since introducing Bottle Up
- 17 drinking water fountains installed throughout the hotel with over 25,000 refills since October

Matthew Beard, Managing Director at Strand Palace:

‘This partnership with Bottle Up and Culligan has presented a fantastic opportunity for us to help keep our guests hydrated, and to do so in a sustainable and fun way. This has been a huge step forward for Strand Palace and we will continue to explore more innovative sustainability initiatives in 2024 that benefit both our planet and overall guest experience.’

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Pre-filled	✓	✓	✓	✓	✓	✗
Plant Based	✓	✗	✗	✗	✗	✗
Reusable	✓	✗	✗	✗	✗	✓
Recyclable	✓	✓	✓	✗	✓	✓
On The Go	✓	✓	✗	✓	✗	✗
Dishwasher	✓	✗	✗	✗	✗	✓
Affordable	£3 - £4	£2 - £3	£2 - £3	£2 - £3	£2 - £4	£15 - £40

Changing the Category

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Plant-based progress

The raw material of our bottles is sugar cane. We chose sugar cane, because it's a low impact crop, requiring little to no fertilizer or additional irrigation. Sugar cane as the name implies, is where we get sugar. But that's not all we get.

Once all the sweet stuff is squeezed out, the remaining pulp, called bagasse, can then be used as fuel, feed, fertilizer, or in our case, turned into durable plant-based plastic.

Learn more here



A better bottle for everyone

For every bottle sold, 100 litres of safe drinking water is donated to communities in developing countries.

We have been able to donate over 78 million litres of water so far.

Access to clean, safe water, means education, higher income and better health.

Visit www.madeblue.org/eng for more info.

MADE BLUE FOUNDATION

This is the impact of

Bottle Up

78,933,653 LITRES

clean drinking water in developing countries

1,081

got at least 10 years of access to clean drinking water

553

less CO_2 emissions because water did not need to be boiled

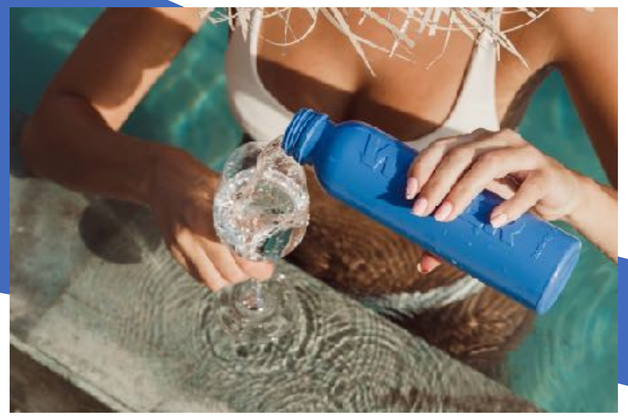
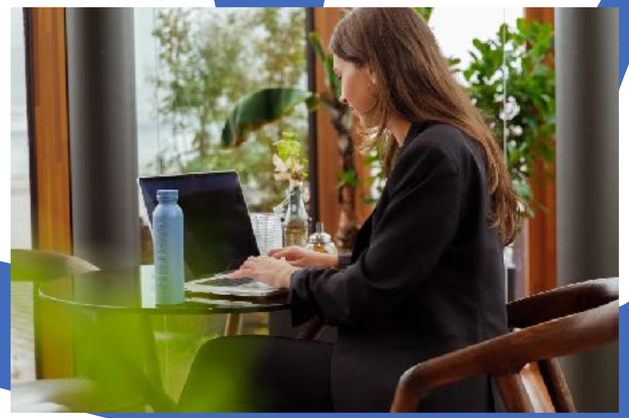
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were not logged for boiling water

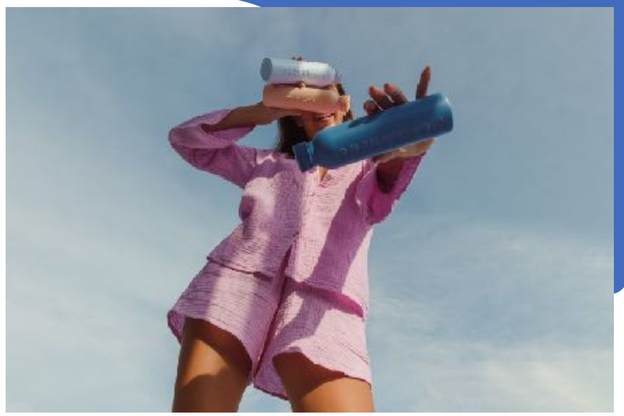
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waste saved by not using disposable bottles

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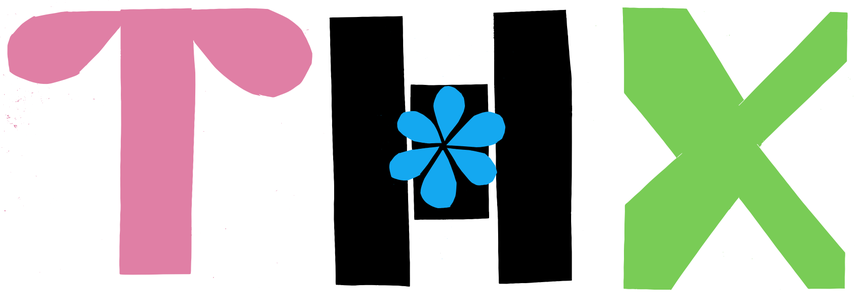









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