

## Refilling systems set signs

Many consumers like to buy their drinks in reusable bottles. However, since there is a deposit on one-way packaging for certain beverages it is not always easy to recognize the difference between refillable and one-way packaging.

The following two aspects help to distinguish refillable from one-way bottles:

### The refillables-logo – a sign for the environment

Breweries as well as mineral water and juice producers have created an easy solution – the refillables-logo:



This logo guarantees that the bottle belongs to the environmentally friendly refilling-system. The sign can be found on the labels of beer, juice and water bottles. Today, more than 100 companies use the refillables-logo.

### The deposit - in Germany on refillable AND one-way bottles

Some refilling-systems do not use this sign yet. But at least they will have the word "refillable" on their label. Also the deposit is usually lower - i.e. 8 euro-cent for beer bottles and 15 eurocent for water and juice bottles; in comparison to 25 eurocent for one-way packaging.

# REFILLABLE BOTTLES FOR CLIMATE PROTECTION

On the initiative of:



Deutsche Umwelthilfe

BUNDESVERBAND  
DES DEUTSCHEN  
GETRÄNKEFACH  
GROSS HANDELS E.V.



German Association of  
Beverage Wholesalers



Stiftung  
Initiative Mehrweg

Foundation  
Re-Use Initiative

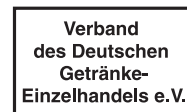


Private Brauereien  
Deutschland

German Association of  
Middle-sized Breweries



Association Pro  
Refilling Systems



German Association  
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# REFILLABLE BOTTLES FOR CLIMATE PROTECTION



**Buy beverages in refillable bottles  
and forgo one-way packaging**

Less CO<sub>2</sub> – less long-distance traffic – less waste

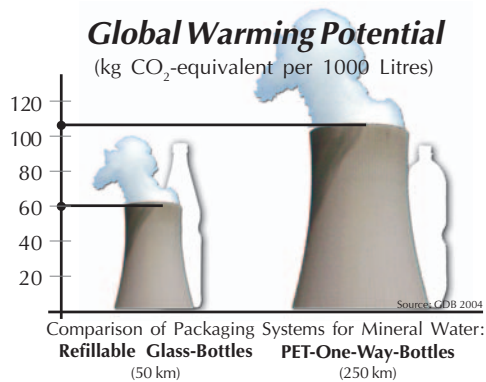
Moreover: regional economic cycles safeguard regional employment

# REFILLABLE BOTTLES FOR CLIMATE PROTECTION

## Refillable bottles for climate protection

Everybody knows that reusable bottles minimize the amount of waste. But is there a connection between refillable bottles and climate protection?

The answer is simple. For example: water in refillable glass-bottles produce only half the amount of climate killing carbon dioxide (CO<sub>2</sub>) than water in disposable packaging. The reusable bottles will be refilled 50 times and more, and are only transported over short distances (50 km on average). In contrast, one-way packaging, increasingly sold in standardised discount-assortments, is transported over decidedly longer distances (250 km on average).



The comparison of refillable bottles to the one-way system is not only about the packaging itself, but also about the whole system: Reusable bottles are the livelihood for small, regional and medium sized businesses like breweries, juice and mineral water producers. These companies form the core of the unique diversity of the German drinks market.

Furthermore: Regional economic cycles reduce transportation distances and secure jobs in the area.

## Refilling systems are innovative

Refillable bottle systems have existed for more than 100 years. This experience is the fundamental basis for innovation and creativity, which is an important part of today's reuse systems.

An example is the innovative and award-winning 12 bottle-crate, which has two handles in its middle. When the crate is now lifted using these handles, it splits into two separate six packs. This makes the transport much more easy and convenient – without the need for herculean muscles. Many breweries and mineral water producers now implement separable crates.



**Awarded with the  
Re-Use Innovation Prize 2006**

## Refillable glass-bottles are culture

The packaging is no end in itself. Its function is to protect the quality of the contents in the best possible way and ensure its safe transportation in order to maintain the taste, freshness and purity of the product. At the same time aesthetics play another important role in the enjoyment of food consumption.



Glass fulfills the criteria in a unique way and is therefore more than just a packaging material. No matter if it is a delicate wine, beer, a tasty juice or a mixed drink: glass preserves the taste of each drink perfectly. It is also absolutely hygienic and inert, so no interactions between glass and content occur.

Plus: Glass is part of our culture. It connects tradition, innovation and environmental friendliness.