

# leaux

## MATERIALS

We mill our lids from solid pieces of wood, and use the waste sawdust to create our bleach free paper. This removes the use of polypropylene, which is used on many competitor's bottles, making **Leaux** stand out, and giving it a premium artisan look and feel. Made from clear PET, our bottles are robust and recyclable, as they have no pigments to contaminate the recycling process. This means when we collect used **Leaux** bottles we have more control over the recycling process, allowing us to remake the bottles again, giving the plastic numerous life cycles as a **Leaux** bottle.

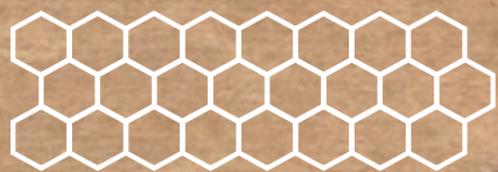
## FORM

The hexagonal bottle embodies **Leaux's** 6 core values and aims. It also provides an original shape, in a market dominated by cylindrical bottles, giving it, and the consumer a unique identity. This will help the user start to bond and identify with **Leaux**, creating a connection with the brand. Taking advantage of the hexagonal shape, the paper label can impart information about **Leaux** to the consumer as demonstrated on the next page.

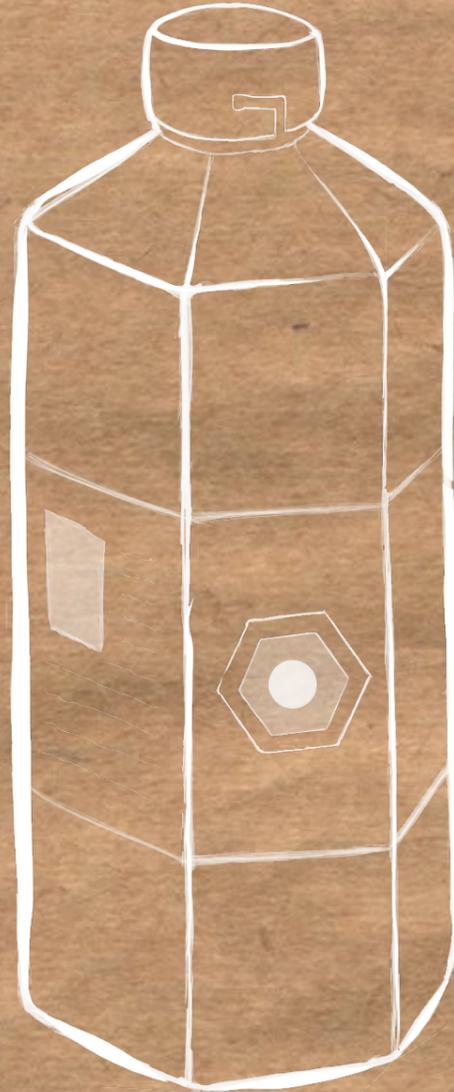
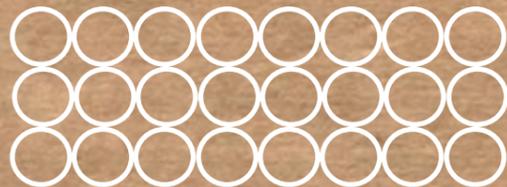
## PACKAGING

Because of **Leaux's** hexagonal design, the bottles tessellate perfectly, meaning that more bottles can be transported in one crate, which reduces pollution during transportation. Instead of using virgin PE shrink wrap, hemp and unbleached paper will be used to transport the bottles inside crates.

Tessellated Leaux Bottle



Non-Tessellated Circular Bottles



## WHY PET?

PET is used as currently there is not a good enough infrastructure to support biodegradable plastics. Consumers generally do not realise that biodegradable plastics cannot be recycled, so try to, but this leads to the contamination of recyclable plastics. As well as this they are only biodegradable in an ideal environment. Infrastructure currently exists for PET bottles. The problems with this infrastructure lie with the consumers incorrectly recycling. Either PET plastic is introduced to the environment as landfill or litter or is contaminated due to incorrect recycling practices.

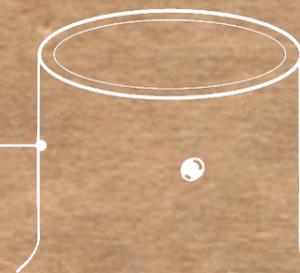
## UNIQUE PRODUCT SERVICE SYSTEM

Wherever possible **Leaux** uses materials that will biodegrade, and are renewable. Where this is not possible we control the recycling system of our PET bottles by giving financial and moral incentives, that no other brand provides.

## BOTTLE LID

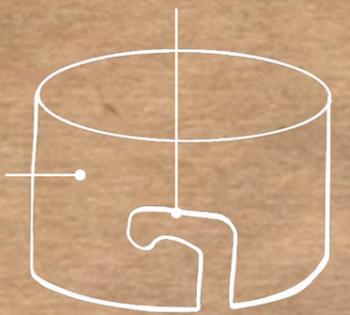
The lid uses an innovative design to lock tight onto the neck of the bottle. This mechanism was developed as **Leaux** lids are made from a solid piece of wood, which can not be threaded reliably. This means that there is no need for threading on the plastic neck of the bottle, giving the consumer a smoother contact surface with their lips.

Thread-less bottle neck



Thread-less locking mechanism

Solid Wood





# CIRCULAR

## RECYCLED

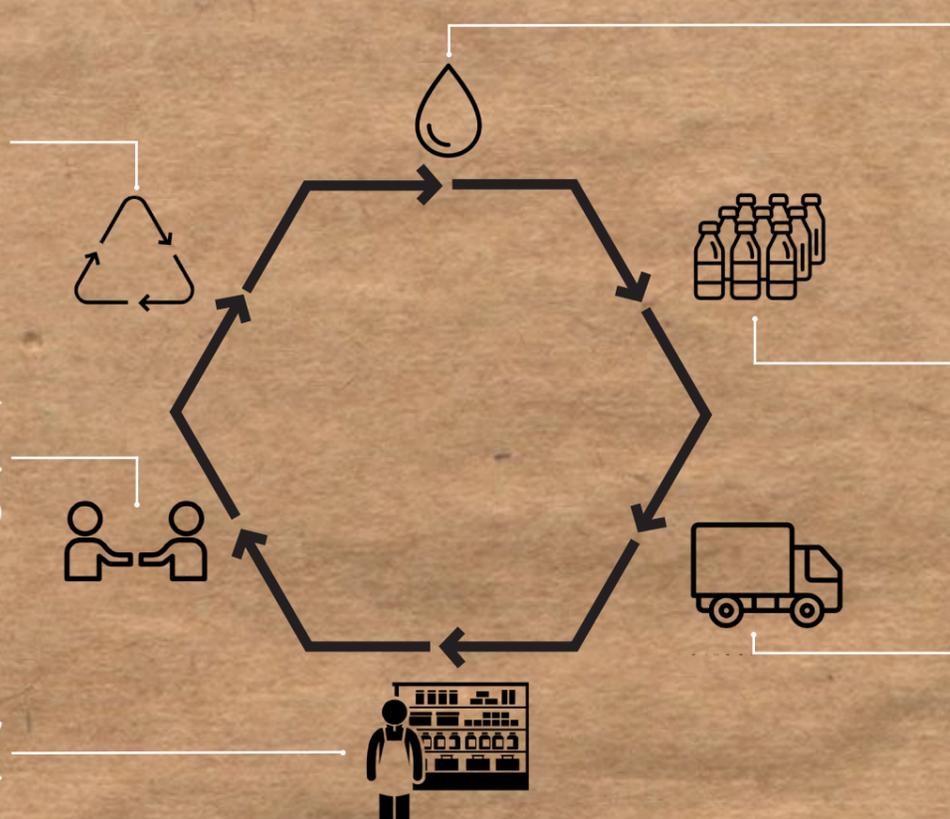
As we are controlling the **Leaux** recycling process, it can be much more efficient. Therefore **Leaux** bottles can be recycled, remoulded and refilled multiple times.

## RECOVERED

On return of a water bottle, 30p shall be deducted from the price of their next bottle. The retailer can then sell the bottle back to us.

## PURCHASED

Purchased from stores on Imperial Campus, at a price similar to One Water. Approx. £1.00.



## SOURCED

**Leaux** would locally source water. For Imperial college, finding a supplier that works off the Thames is essential.

## BOTTLED

Bottled at a plant local to water to production to reduce the carbon footprint due to transport.

## TRANSPORTED

Locally sourced water reduces carbon footprint and transport cost.

<p>leaux</p> <p>Locally Sourced</p> <p>To support local industry and lower our carbon footprint</p>	<p>leaux</p> <p>Save 30p</p> <p>Save on your next bottle of water when you return this bottle to a registered store</p>		<p>leaux</p> <p>Donates 10p</p> <p>Donates 10p to one of our partner charities every time you return a bottle</p>	<p>leaux</p> <p>Hydrating Athletes</p> <p>At extreme events all over the world on all 6 continents.</p>	<p>At Leaux we are committed to bringing you a product that makes worldwide positive change. We want your help too! Senior member of our team run a monthly live streamed Q&amp;A. Tune in and help us change the world!</p>  <p>Leaux</p>  <p>PET</p>
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