

Press Release



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DESIGN + SUSTAINABILITY EXCELLENCE: RAINFOREST WATER WINS iF DESIGN AWARD IN PACKAGING DESIGN

Information:

The 2021 iF Design Awards have just been announced, and for this year's winners in Packaging Design, the focus is not only on outstanding design but those that fully embraced sustainability methods, recyclable materials and reusability.

RainForest Water in partnership with Trivium Packaging, the \$2.7B global metal packaging leader, is honored to share that it has been awarded a iF Design Award in Packaging Design for its design of infinitely recyclable and reusable aluminum bottle packaging

"Trivium continues to push the envelope by designing premium metal packaging that grabs the attention of consumers while meeting the highest standards in design and sustainability," said John Blum, VP Quality & R&D, Americas for Trivium Packaging. "As new, emerging companies as well as large organizations increasingly look to eco-friendly packaging, we're proud that our infinitely recyclable solutions stand out as an appealing, popular choice."



Discipline:
Packaging Design

The World needs more kisses and less plastic. **#Kiss Plastic Goodbye** 

RainForest Artesian Water bottle was designed to help eliminate single-use plastics that dominate the bottled water market. The bottle uses 25% recycled aluminum and can be re-closed, refilled and 100% recycled with no plastic components. Its intricate and eye-catching labeling pays homage to the source of the bottled water, namely the rainforest. The bottle's lightweight, re-closable and unbreakable elements appeal to the on-the-go, eco-conscience consumer who wants convenience and sustainability. "This recognition fills us with excitement and gives us a boost to continue our fight against single-use plastic bottles," said Facundo Fischer, Chief Brand Officer of RainForest Artesian Water. "Trivium's trajectory as aluminum packaging manufacturers and our expertise in beautiful design has merged to create the most beautiful and most sustainable aluminum bottle ever created." Sourced from artesian springs, the water is gravity fed to the bottling plant without the use of energy. A portion of every sale goes towards reforestation.

Amongst nearly 10,000 entries from 52 countries, Rainforest Water's packaging won over the 98-member jury, made of independent experts from all over the world.

More information can be found in the "Winners section" of the [iF World Design Guide](#).

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About Trivium Packaging

Trivium Packaging is a global supplier of infinitely recyclable, metal packaging for the world's leading brands. Trivium has more than 60 locations worldwide, employs close to 8,000 people with sales of \$2.7bn. www.TriviumPackaging.com

About iF Design Award

For 67 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior architecture as well as Professional Concept, User Experience (UX) and User Interface (UI). All awarded entries are featured on the iF WORLD DESIGN GUIDE and in the iF design app.

About Rainforest Water

"Stunningly beautiful and by far the most sustainable water in the world." Our award-winning Aluminum Bottles are revolutionizing the whole bottled water industry. 0% Plastic from bottle to pallet only using recyclable materials to pack our products. RainForest Water is bottled at source with love and respect in the magical RainForest at Campos Lapa Verde, Sarapiquí, Costa Rica.

