

A Refreshing Perspective

on Plastic Water Bottles

Dive into the truths about water bottles and the life cycle of plastic bottles, from use to recycling.



LOOKING AT CANADIAN WATER BOTTLE CONSUMPTION

2.29 billion litres

The average amount of bottled water Canadians drink annually. That's equivalent to 70-80 litres of water per person per year

70%+

The amount of Canadian adults who purchase bottled water as an alternative to other packaged beverages.

Up to 75%

The highest recycling rate achieved for PET bottles in Canada



THE RECYCLE-READY COMPOSITION OF PLASTIC BOTTLES

- 01** Water bottles are typically made of polyethylene terephthalate (PET) plastic.
- 02** PET is one of the most recyclable plastics available.
- 03** Plastic bottles are getting thinner and lighter.

THE PLASTIC BOTTLE TRANSFORMATION WALKTHROUGH



- 01 Collection:** PET bottles are collected from drop-off centers and curbside pickups.
- 02 Sorting and Shredding:** Bottles are sorted from other plastics and contaminants and then shredded into small pellets.
- 03 Melting and Purification:** The clean, dry flakes are heated, melted, and then purified to remove residual impurities.
- 04 Forming:** The melted plastic is formed into new shapes using processes like injection moulding or blow moulding.
- 05 New Products:** The recycled PET is used to create various new products, including bottles, clothing, and other plastic items.



PLASTIC BOTTLES ARE CIRCULAR CHAMPIONS

- 01** PET bottles are 100% recyclable.
- 02** Recycled PET can be used to make new bottles, playground equipment, cell phones, clothing, car parts, and even more.
- 03** Recycled bottles use 75% less energy to produce than new ones.
- 04** More companies are switching to using plastic bottles with 100% recycled content.

