



ECO-FINA BOTTLE™ FACT SHEET

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Multimedia News Release

<http://www.dogmatic.com/MNR/aquafina/ecofinabottle>

PACKAGE INNOVATION OVERVIEW

Aquafina's new package, the Eco-Fina Bottle, is the lightest half-liter bottle of any nationally distributed bottled brand in the market today, weighing just 10.9 grams. The Eco-Fina Bottle utilizes 50% less plastic than similar Aquafina packaging produced in 2002 and is estimated to eliminate the use of 75 million pounds of plastic annually. The new Eco-Fina Bottle features a contemporary "rippled web" design that goes beyond aesthetics, ensuring its structural performance and functionality. Eco-Fina Bottle packaging is 100% recyclable.

DESCRIPTION

- The Eco-Fina Bottle weighs 10.9 grams, approximately 2 grams lighter than competitive bottled water packaging in the market.
- The Eco-Fina Bottle features a contemporary "rippled web" design which ensures its structural performance and functionality.
- The Eco-Fina Bottle will be sold in 24-packs featuring new, contemporary shrink wrap packaging graphics, which will prominently display the Eco-Fina Bottle logo and sustainability achievements.
- The Eco-Fina Bottle offers consumers the same great-tasting, pure water in a much lighter, more eco-friendly 100% recyclable bottle.

BENEFITS/INNOVATION

- The Eco-Fina Bottle utilizes 50 percent less plastic than the 2002 era bottle and will eliminate an estimated 75 million pounds of plastic annually.
- Over 80% of Eco-Fina Bottles are manufactured on site at Aquafina purification centers where filling occurs significantly reducing emissions associated with transportation.
- PepsiCo and its Aquafina brand are committed to removing corrugate packaging materials from multi-packs. Starting in 2009, traditional cardboard base pads will be removed from Eco-Fina Bottle 24-packs, contributing to the removal of approximately 20 million pounds of corrugate by 2010.
- Best-in-class packaging innovation has allowed Aquafina to reduce its half-liter package weight from 24 grams in 2002 to 10.9 grams in 2009.
- Aquafina bottled water offers pure, great tasting water. Aquafina's rigorous HydRO-7 purification system, including seven different processes such as ozonation, carbon filtration, and reverse-osmosis processes, removes nearly all of the trace elements and impurities which may affect water's taste.

DESIGN

- "Lightweighting" the Aquafina bottle has been an ongoing process for many years. Aquafina has reduced its half-liter package weight from 24 grams in 2002 to 10.9 grams in 2009.
- Careful thought went into the design and construction of Aquafina's 10.9 gram bottle. It went through several prototypes, consumer and quality testing before we were extremely satisfied with its design, structural integrity and functionality.
- The bottle's eye-catching "rippled web" design goes beyond aesthetics, ensuring its structural soundness and functionality.