



Bottled Water Packaging

The majority of bottled water (57%) is sold in PET (polyethylene terephthalate) bottles. PET is a one of the most commonly used types of plastic. It is mostly found in beverage bottles but also used to make other types of packaging and consumer goods.

PET Recycling

- In 2013, 33.2% of the beverage containers sold by American Beverage Association (ABA) members in the US (includes carbonated soft drinks, waters and teas) were recycled. When we specifically look at PET non-carbonated water bottles, the recycling rate in the US is 28.2%. Overall, 742,000 tons of PET beverage containers were collected and recycled in 2013.
- Florida Beverage Association (FBA) members recognize that many plastic beverage bottles are not disposed of properly, which leads to waste. FBA member companies are actively engaged in a wide variety of consumer-facing recycling initiatives, including bin grant programs designed to provide recycling bins designed for public space recycling.
- PET beverage bottles are among the most valuable materials in the waste stream, with a current market value of about \$350/ton (just over 1¢ for a typical single-serve bottle). Community recycling programs also rely on revenue from PET and other beverage packaging such as aluminum cans to defray recycling costs.

Package Reduction and Environmental Sustainability

- With bottled waters, as with all our beverages within FBA member portfolios, companies are committed to using resources responsibly and reducing their environmental footprint. Companies invest in sustainable innovation and recycling to turn packaging into a resource for future use. Companies report on their progress on sustainability and in particular sustainable packaging in an annual report that is available to the public for review.
- Innovations in water bottle packaging design will reduce the use of PET by 100 million pounds this year, compared to the older, heavier bottles.
- Economics and energy savings, plus environmental benefits, provide a strong incentive to further reduce packaging. Shifting from heavier glass bottles to plastic, as well as light-weighting plastic packaging, has dramatically cut the amount of overall packaging required to deliver beverages to consumers. Beverage companies have led the field in packaging design innovation by embedding sustainability within the matrix of design features. All bottles are designed to be recycled as are the caps on the bottles.

Transportation of Bottled Water

- Florida Beverage Association (FBA) member companies businesses operate locally and are committed to building sustainable communities. As a result, most of the company products are locally bottled and distributed, helping reduce transportation emissions and fuel consumption.
- In addition, FBA member companies have developed a fleet of energy efficient commercial vehicles, including hybrid trucks and alternative fuel vehicles. Investments have been made to design and deploy all-electric trucks while fleet managers are also evaluating alternative fuel vehicles along with light-duty propane and natural gas options. [Click here for more information.](#)

For more information, contact Liz Castro, Executive Director of the Florida Beverage Association at 407.385.2708 or via email at liz.castro@flabev.org The Florida Beverage Association represents bottlers, franchise companies and support industries of the non-alcoholic beverage industry on the federal, state and local levels of government to provide a unified voice in legislative and regulatory matters, and serves as a liaison between the industry and the public.