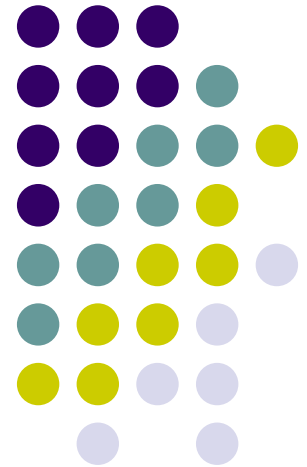


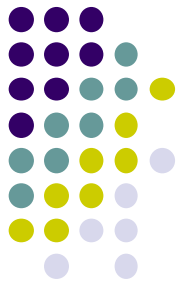
Packaging Trends - Bottled Water Marketplace

Natalia Gilewicz – ngilewic@ryerson.ca
Christopher E. Kular – ckular@ryerson.ca



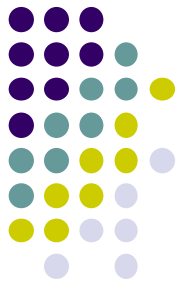
Ryerson University
Toronto, Canada
www.ryerson.ca





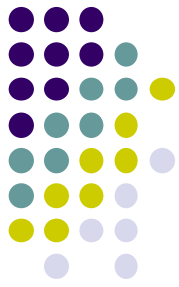
Packaging Trends – Bottled Water

- **Bottled water industry**
- **Responding to consumer demands**
- **More sustainable products**
- **Packaging from a consumer perspective**
- **Empirical evidence and content analysis**



Packaging Trends – Bottled Water

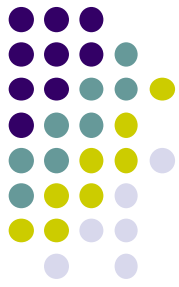
- **Package information**
- **Company website information**
- **Physical characteristics**
- **Identifiable to everyday consumers**
- **Package weight and size of label**



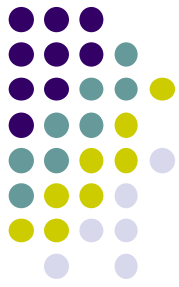
Sustainability Criteria / Scores

- **Lightweight bottle and cap**
- **Minimal ink coverage and fewer ink colours**
- **Smallest label**
- **Minimal adhesive**
- **Shape that reduces stacking space**
- **No additional processes to the bottle and cap**

Packaging Trends – Bottled Water



- **Increasing awareness**
- **Government regulations**
- **Mandated claims**
- **Bilingual information**
- **Objectivity, Systemization, Quantification**



Packaging Trends – Bottled Water

- **Sustainable messages on the container?**
 - **Claims supported by corporate website?**
 - **Container in sync with sustainability?**
-
- **Point of Purchase – Final Communication**

Environmental Advertising Claims

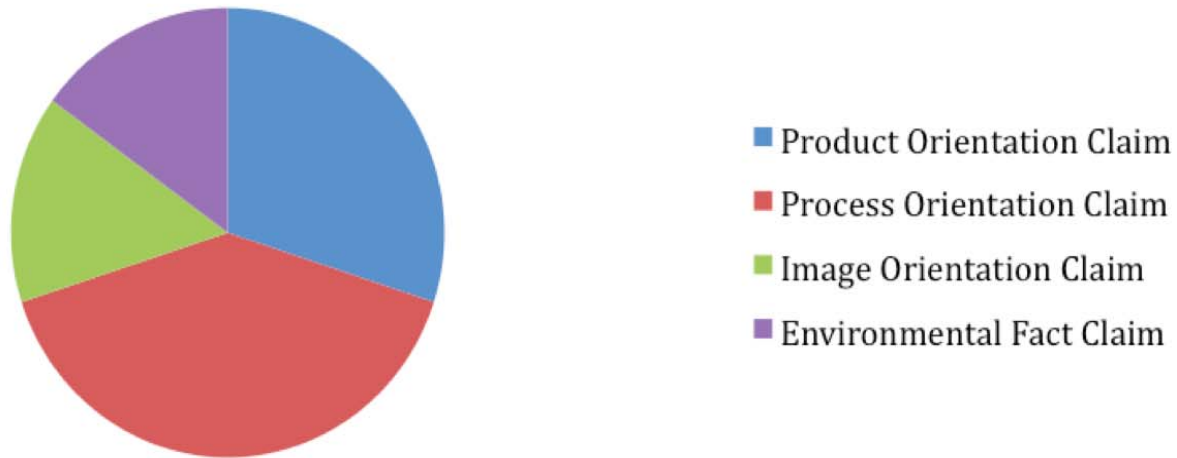


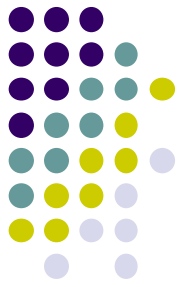
- **Product Orientation**
- **Process Orientation**
- **Image Orientation**
- **Environmental Fact**
- **Combination**



Packaging Trends – Bottled Water

Types of claims most commonly appearing

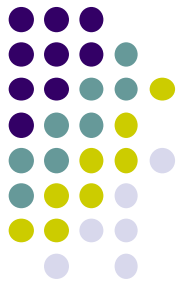




Definition of Sustainable

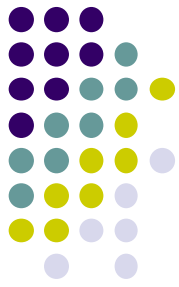
- **Is beneficial, safe and healthy**
- **Meets market criteria for performance and cost**
- **Is sourced, manufactured, transported, and recycled**
- **Maximizes the use of renewable or recycled source materials**
- **Is manufactured using clean production techniques**
- **Is made from materials healthy in all probable scenarios**
- **Is physically designed to optimize materials and energy**
- **Is effectively recovered and utilized in biological cycles**

Packaging Trends – Bottled Water



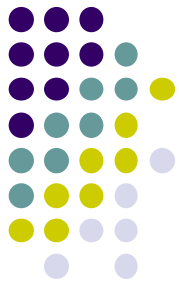
- **CSR – Corporate Social Responsibility**
- **Environmental Sustainability**
- **Consumer Awareness**
- **Conclusions**
- **Future Research**

Packaging Trends – Bottled Water



- **“Why We Buy, The Science of Shopping”**
- Paco Underhill
- **“Heat, How to Stop the Planet from Burning”**
- George Monbiot
- **“The Future of Life”**
- Edward O. Wilson

Packaging Trends – Bottled Water



Natalia Gilewicz, Professor, Ryerson University

**Christopher Kular, Professor, Ryerson University
Gastprofessur, Hochschule der Medien**

**“The quenching of thirst is so exquisite a pleasure
that it is a shame that no amount of ingenuity has
been able to prolong it” – Iris Murdoch**