

How green is your V.juice?



1 litre concentrate - plastic bottle

Factor	Points
Recyclability	7
Reusability	8
How many servings	8
Raw Material Impact	5
Material Value	6
Street Cred.	1
Shoppability	5

It's a Fact

- Plastic bottles can be put in your recycling container for collection at home or taken to a plastic bottle bank .
- It is easy to refill the bottle and use it again.
- Concentrate is diluted with water so each bottle has 20 servings.
- Plastic is made from oil which is one day going to run out.
- Oil has be drilled and pumped from underground.
- A 1 litre bottle is heavy to carry around, and you would have to dilute it to drink it, so it is difficult to drink in the street.

Top Bottle?



How green is your V. juice?



150ml fizzy - can

Factor	Value
Recyclability	9
Reusability	0
How many servings?	2
Raw Material Impact	3
Material Value	9
Street Cred.	4
Shoppability	7

It's a Fact

- These containers are made of aluminium and can be recycled many times over to make new cans.
- Cans cannot be refilled at home.
- This is a small can, only containing one serving.
- Aluminium is made from aluminium ore and is mined out of the ground. This can be very destructive and wasteful.
- Aluminium is one of the most valuable materials and should never be thrown away.

Top Bottle?



How green is your V. juice?



2 litre fizzy - plastic bottle

Factor	Value
Recyclability	7
Reusability	7
How many servings?	5
Raw Material Impact	4
Material Value	6
Street Cred.	2
Shoppability	3

It's a Fact

- Plastic bottles can be put in your recycling container for collection at home or taken to a plastic bottle bank .
- It is easy to refill the bottle and use it again, but you are less likely to reuse a large bottle.
- Plastic is made from oil which is one day going to run out.
- Oil has be drilled and pumped from underground.
- A 2 litre bottle is very heavy to carry around, but is ready to drink.

Top

Bottle?



How green is your V.juice?



2 litre concentrate - plastic bottle

Factor	Value
Recyclability	7
Reusability	7
How many servings?	9
Raw Material Impact	4
Material Value	6
Street Cred.	1
Shoppability	4

It's a Fact

- Plastic bottles can be put in your recycling container for collection at home or taken to a plastic bottle bank .
- It is easy to refill the bottle and use it again, but you are less likely to reuse a large bottle.
- Concentrate is diluted with water so each 2 litre bottle has 40 servings.
- Plastic is made from oil which is one day going to run out.
- Oil has be drilled and pumped from underground.
- A 2 litre bottle is very heavy to carry around, and you would have to dilute it to drink it, so it is almost impossible to drink it in the street.

Top Bottle?



How green is your V. juice?



330ml fizzy can

Factor	Value
Recyclability	9
Reusability	0
How many servings?	2
Raw Material Impact	2
Material Value	9
Street Cred.	6
Shoppability	6

It's a Fact

- These containers are made of aluminium and can be recycled many times over to make new cans.
- Cans cannot be refilled at home.
- This is a can which only contains one serving.
- Aluminium is made from aluminium ore and is mined out of the ground. This can be very destructive and wasteful.
- Aluminium is one of the most valuable materials and should never be thrown away.

Top Bottle?



How green is your V.juice?



500ml still – plastic bottle

Factor	Value
Recyclability	7
Reusability	9
How many servings	3
Raw Material Impact	6
Material Value	6
Street Cred.	6
Shoppability	5

It's a Fact

- Plastic bottles can be put in your recycling container for collection at home or taken to a plastic bottle bank .
- This is a very useful bottle to refill and use again at home.
- This bottle contains only one serving.
- Plastic is made from oil which is one day going to run out.
- Oil has be drilled and pumped from underground.

Top Bottle?



How green is your V.juice?



250ml still - drink carton

Factor	Value
Recyclability	6
Reusability	0
How many servings	2
Raw Material Impact	8
Material Value	5
Street Cred.	4
Shoppability	8

It's a Fact

- Drink cartons can be recycled.
- Food and drink cartons are made of several different materials including cardboard, plastic and foil. This makes it more difficult to recycle than cardboard alone.
- Cartons cannot be refilled at home.
- This carton only contains one serving.
- Cardboard is made from trees, and you can grow more of these.
- Cartons are easy to carry because they are light and don't break easily.

Top Bottle?



How green is your V.Juice?



500ml concentrate – glass bottle

Factor	Value
Recyclability	8
Reusability	5
How many servings	7
Raw Material Impact	7
Material Value	4
Street Cred.	1
Shoppability	2

It's a Fact

- Glass bottles can be put in your recycling container for collection at home or taken to a bottle bank .
- Concentrate is diluted with water so each 500ml bottle has 10 servings.
- The raw materials used to make glass are not in short supply.
- The materials used to make glass do need to be quarried out of the ground.
- Glass bottles are heavy to carry around, and you would have to dilute it to drink it, so it is almost impossible to drink it in the street.
- Glass is easily broken and heavy to carry home in your shopping.

Top Bottle?



How green is your V.juice?



250ml still – foil pouch

Factor	Value
Recyclability	2
Reusability	0
How many servings	2
Raw Material Impact	3
Material Value	2
Street Cred.	7
Shoppability	9

It's a Fact

- Foil pouches cannot be put in your recycling.
- Foil pouches cannot be reused.
- This pouch contains only one serving.
- Pouches are made from laminated foil not aluminium foil (a combination of plastic and foil).
- Plastic is made from oil which is one day going to run out.
- Oil has be drilled and pumped from underground.
- Aluminium is made from aluminium ore and is mined out of the ground. This can be very destructive and wasteful
- It is a small trendy shaped container.
- Pouches are light, do not break and are easy to carry.

Top Bottle?



How green is your V. juice?



250ml still sports cap – plastic bottle

Factor	Value
Recyclability	6
Reusability	9
How many servings?	2
Raw Material Impact	6
Material Value	6
Street Cred.	8
Shoppability	7

It's a Fact

- Plastic bottles can be put in your recycling container for collection at home or taken to a plastic bottle bank. This bottle has a film coating which should be removed before putting in the recycling container.
- This is a very useful bottle to refill and use again at home.
- This bottle contains only one serving.
- Plastic is made from oil which is one day going to run out.
- Oil has be drilled and pumped from underground.
- It is a small trendy shaped bottle.

Top Bottle?

