

Top Bottle Categories

Explanation of what the categories mean:

- **Recyclability** = How easy it is to recycle or get the container collected and recycled.
Also how often it can be recycled but also into same product or different
- **Re-usability** = Can you re fill it and use it again somewhere / how at home
- **How many servings** = How long will it last = how much do you get out of it.
ie a concentrate cordial compared with a single “made up “ drink
- **Raw material impact** = the impact of extraction and the raw material depletion (worst metal – plastic-glass-paper-better)
- **Material value** = the value of the recycle as a material (low - Glass – paper – Plastic – metals- High)
- **Street Cred** = the trendiness of the packaging
- **Shoppability** = how easy is it to carry home / etc