

# REDUCING CARBON WITH RESPONSIBLE PACKAGING



FIND OUT HOW START-UP DRINKS<sup>3</sup> IS HELPING ACHIEVE ITS GOAL OF BECOMING THE UK'S LOWEST CARBON FOOTPRINT DRINKS BRAND WITH SIG'S RESPONSIBLE PACKAGING

## REALISING A MISSION

DRINKS<sup>3</sup> (Drinks Cubed) wanted to respond to the growing consumer demand for natural and ethically-produced products. With research showing 61% of millennials are likely to pay more for eco-friendly or sustainable products, and 65% of British consumers trying to live more ethically, it was the right time to act.

DRINKS<sup>3</sup> is on a journey to become the UK's lowest carbon footprint drinks brand by 2022 by using plant-based and responsible materials that generate significantly less CO<sub>2</sub> than other beverage

packaging, and by supporting energy-efficient transport and distribution to further reduce carbon emissions.

The company's mission is 'Progress, Pursuing Perfection' — so to support this, they want to reduce the use of single-use plastics and encourage consumers to choose products with packaging featuring environmental benefits.

DRINKS<sup>3</sup> therefore strives to be a key player in creating a change in consumer mindsets, helping shape and change their behaviours through the growing appetite for water and flavoured waters.

## COMPANY DETAILS

# DRINKS<sup>3</sup>

**COMPANY:** DRINKS<sup>3</sup>

**COUNTRY:** UK

**INDUSTRY:** Beverage

**WEBSITE:** [drinkscubed.com](http://drinkscubed.com)

## DRINKS<sup>3</sup> AMBITIONS

- Be the UK's lowest carbon footprint drinks brand
- Use plant-based and responsible materials
- Support efficient transport and distribution
- Help reduce the use of single-use plastics



At DRINKS<sup>3</sup>, we know that consumers around the world are seeking more natural and ethically-produced products, which is why we believe in providing products that are good for the mind, body and planet."

Ravinder Sandhu,  
Co-Founder at DRINKS<sup>3</sup>





Working together with DRINKS<sup>3</sup>, we are proud to launch an innovative water product in a sustainably-driven packaging solution that will make a real difference for both consumers and the planet."

Norman Gierow,  
Head of Marketing Europe at SIG

### A RESPONSIBLE CHOICE

WATER<sup>3</sup> is the company's pure mineral water, sourced from the valleys of Lower Saxony in Germany. The product is packaged in SIG's unique combidome carton bottle with **SIGNATURE** packaging material featuring responsibly-sourced and plant-based materials — a win for both eco-conscious consumers and the planet.

SIG's combidome carton bottle combines the best features of a carton pack with the best features of a bottle, is fully recyclable, largely made from FSC™-certified paperboard, and provides the best CO<sub>2</sub> performance compared to other beverage packaging solutions in the market.

WATER<sup>3</sup> also uses SIG's **SIGNATURE** packaging material, meaning all used polymers are linked to wood-based renewable materials through mass balancing. Added to this is an ultra-thin aluminium foil certified to the ASI standard. This ensures all packaging for WATER<sup>3</sup> comes from responsibly-sourced materials.

### CATERING TO DEMANDS

With SIG's combidome and **SIGNATURE** packaging material, DRINKS<sup>3</sup> is catering to the demands of modern eco-conscious consumers while offering a high level of convenience and differentiation.

The carton bottle enables the product to stand out on retail shelves, guarantees a smooth pouring action and makes drinking straight out of the carton easy. Together, these properties are an ideal fit for the growing water and near-water trend with consumers seeking tasty and healthy refreshment even when on the move.

In partnering with SIG, DRINKS<sup>3</sup> is leveraging the potential of our Product Innovation & Differentiation platform – a drive to deliver product and packaging solutions that enable businesses to satisfy ever-changing needs. All while striving to give more to society and the environment than we take out.

### SIG SOLUTION

- To help achieve its goal of becoming the UK's lowest carbon footprint drinks brand, DRINKS<sup>3</sup> offers its premium mineral water in SIG's combidome carton bottle with **SIGNATURE** packaging material.

### KEY BENEFITS

- A natural, fully recyclable pack made from responsible materials
- A convenient and easy-to-use packaging solution that stands out
- A perfect fit for the growing water and near-water consumer trend

### EXPLORE MORE

Learn more about the environmental benefits of combidome and **SIGNATURE PACK** at [sig.biz](https://sig.biz)

