

## Redesigning The Future

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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**Topic Title:** Ice Mountain Water Bottle Re-design for Sustainability

**Audience:** Blue Triton Board of Directors

### Sustainable Development Goal

SDG #12: Ensure Sustainable Consumption and Production Patterns.

### Executive Summary

Consumers are not going to stop purchasing plastic bottles anytime soon. In fact, in the U.S. alone, 1,000 bottles are opened every second. Although 62% of American households recycle their single-use plastic bottles, only 20% of the bottles undergo the recycling process in its entirety. This means that the remaining 80% of plastic bottles are dumped into already overflowing landfills. Metrics have determined that tangible action must be taken now, as the plastic pollution crisis will only worsen if we do not act fast. But what is preventing that 80% from being recycled effectively? It is the contamination of the recycling process due to current plastic bottles not being entirely recyclable. Our firm has developed an effective strategy to tackle the root cause of this issue by refining the production process.

Ice Mountain produces approximately 2.26 billion bottles every year. However, the plastic film labels on these bottles make them difficult to recycle. When plastic labels enter the recycling process, they contaminate the recycled plastic PET, rendering it unusable for most applications. Our proposed solution to this issue is to redesign the production process and eliminate film labels entirely. This would be done with a combination of new injection molds for large and small artwork and the use of laser etching systems for any information that cannot be included in the mold. Not only does our proposed solution have an unbelievable ROI, but it can also significantly increase your market value.