

WineryRow ANNOUNCES AN INDUSTRY FIRST!

Bottles made from **100%** Recycled PET

WineryRow is proud to announce the availability of our new line of earth friendly 16.9 oz. regenerate™ water bottles. Our new bottles are entirely made from previously recycled beverage containers! Recycled Polyethylene Terephthalate (RPET) bottles represent a huge step forward in reducing environmental waste by utilizing post consumer recycled material.

In the United States, about 33% of all plastic beverage containers are recycled. Most of these bottles are made from PET, a clear plastic polymer used primarily in packaging and container manufacturing. PET is strong, durable and can be recycled numerous times.

There are many markets and applications for used PET bottles but only now has the process been refined to arrive at a product consistent and pure enough to be approved by the FDA for direct food contact.

Bottles enter the recycling stream where they are ground, washed and separated from cap and label material. The real innovation comes from the subsequent treatment of the washed PET flake where the plastic is exposed to special machines that use continuous heat and vacuum extractors to remove contaminants. The result is a consistent, clean, safe and more environmentally friendly packaging alternative.

We hope you will join us in utilizing our regenerate™ bottle as a green alternative to traditional plastic bottles.

regenerate™
100% RPET

BE GREEN - RECYCLE

WineryRow

1-800-883-5331
WineryRow.com

FAQs:

Is there an additional cost if I want an RPET bottle?

No – the price for RPET is the same as for virgin PET!

I have seen people put oil, gasoline and other contaminants in used beverage containers – how do I know my RPET container is safe?

During the process trials reviewed by the FDA, PET material was intentionally spiked with contaminants. That same material, after it came out of the vacuum extractors, tested below the FDA's threshold of regulatory concern of .5 ppb (parts per billion).

Is all RPET safe for direct food contact?

No – only RPET that has been through a specific vacuum extraction process has been approved. Ours has.

Can RPET be recycled again?

Yes! We encourage everyone to recycle.

Does RPET look any different from virgin PET?

There can be a slight yellowish tint to an RPET container. That tint can vary slightly based upon the amount of colored material moving through that batch of recycled material.

Is a special label required to be on a container made from RPET?

No, but we encourage everyone to identify the bottle material as being RPET – if we make your labels, we will add that notification for no additional charge!

I live in a State where there are beverage redemption fees. Do I still need to pay those?

Yes – the redemption fees cover the cost of the recycling programs in a growing number of States. Our experience is that the States that have beverage redemption fees have higher recycling rates. We can not strongly enough encourage you to recycle as much and as often as possible!

The bottle is made from recycled material – what about the cap and label?

Currently, the secondary market for HDPE plastics (the material most beverage caps are made from) has not been developed as much as the market for PET. Our caps are not made from recycled material. Our labels are made from a non-recycled OPP film. We can provide labels produced on a recycled paper if requested.

I have read that bottled water is really bad for the environment – why is RPET a better choice?

Over the last year or so, most media coverage of the bottled water industry has focused on the toll the industry has taken on the environment especially considering the much less invasive and less expensive alternatives available from the tap.

We do not view RPET as the final answer to the sustainability issues facing the beverage industry.

We view our regenerate™ bottle as a step in the right direction. We are hoping the commercial success of RPET will be the gateway to further packaging and process innovations.

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