



h o n e s t



Honest Bottle

Lookbook – Co-branding

2022/2023



#weareHonest





## Fact

The Honest Bottle is the only reusable bottle, designed & **made locally, from recycled single-use bottles.**





# Circular by design

Designed for **REUSE**

Designed from  
**RECYCLED** materials

Designed for  
**RECYCLING**

Designed for  
**CIRCULARITY**



objective



# A bottle with purpose

**The Honest Project**  
is our initiative to  
increase accessibility  
to publicly available  
drinking water in every  
country we operate.



**honest**  
project. 



# We're called Honest for a reason

At the heart of our approach is a need to be honest – to ourselves, to the product and to our customers.

Weight: **61.78 grams**  
Recycled content: **49.71 grams**

# 80%

of the Honest Bottle is made out of recycled materials.

## Lid

100% Recycled Plastic (rHDPE)  
(from single-use bottles)  
Virgin Silicone Seal

## Strap

Virgin Plastic (Polycarbonate)  
Virgin Rubber (TPU)

## Bottle

100% Recycled Plastic (rPET)  
(from single-use bottles)





# What you need to know!

Bottle capacity : **500ml**  
Dimensions: **225mm x 63mm**

**8 standard colours**

**BPA free**  
**Leakproof**  
**Lightweight**  
**Easy carry loop**





# Colours inspired by iconic London

Westminster  
Grey



Soho  
Yellow



Shoreditch  
Orange



Camden  
Pink



Notting Hill  
Violet



Kensington  
Blue



Brixton  
Blue



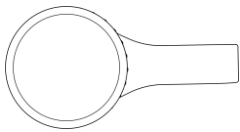
Hyde Park  
Green





# Customise with your brand

## Lid



### Emboss/Deboss

Areas: 40mm

Depth/Height : 0.2mm

### Custom Colour

## Strap



### Custom CYMK Print

Areas: 13mm x 70mm

### Emboss/Deboss

Areas: 13mm x 70mm

Depth/Height : 0.1mm

### Custom Colour



World Rally Championship



printed strap and  
custom colours

Gentoo Sailing Team



printed strap



# Customisable packaging



## Option 1

Single sided print –  
black print on grey material OR  
full CMYK print on white



## Option 2

Double sided print -  
black print on grey material &  
full CMYK print on white



**h o n e s t**

Please contact us to discuss your  
requirements further

[hello@honestbottle.com](mailto:hello@honestbottle.com)

