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# THE PROBLEM

**45%**

Of plastic bottles in circulation are viable for complete recycling



Volume of bottle water sold  
increased by almost  
7 billion from 2010-2021

Bottled water industry is  
expected to see a CAGR of  
7.3% of the next 5 years

# KEY FINDINGS





> 30%

of participants surveyed  
purchase smart water  
regularly

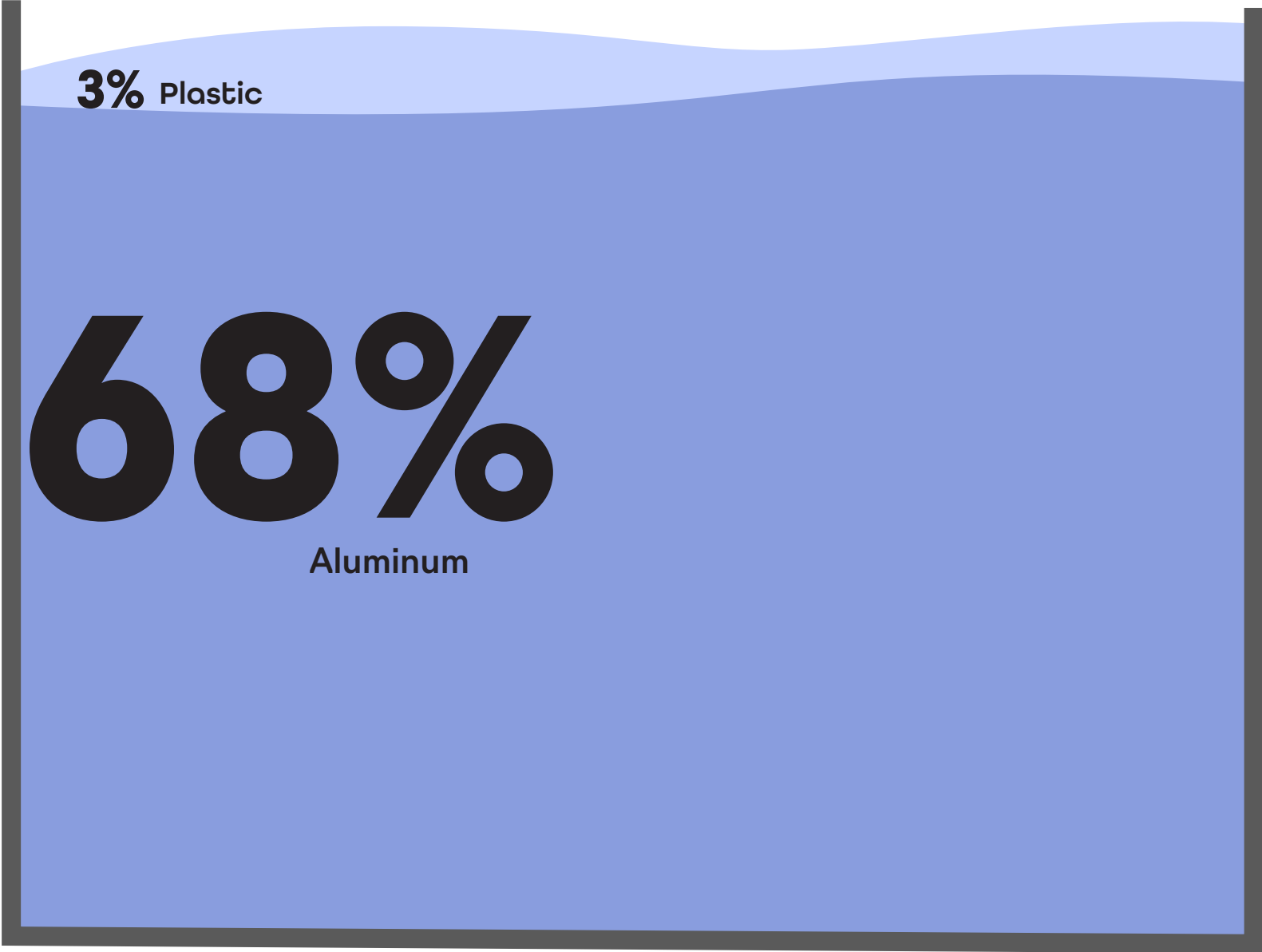
**KEY FINDINGS**



**75% of All  
Aluminum ever  
produced is still in  
circulation today**

**KEY FINDINGS**





# RECYCLED CONTENT

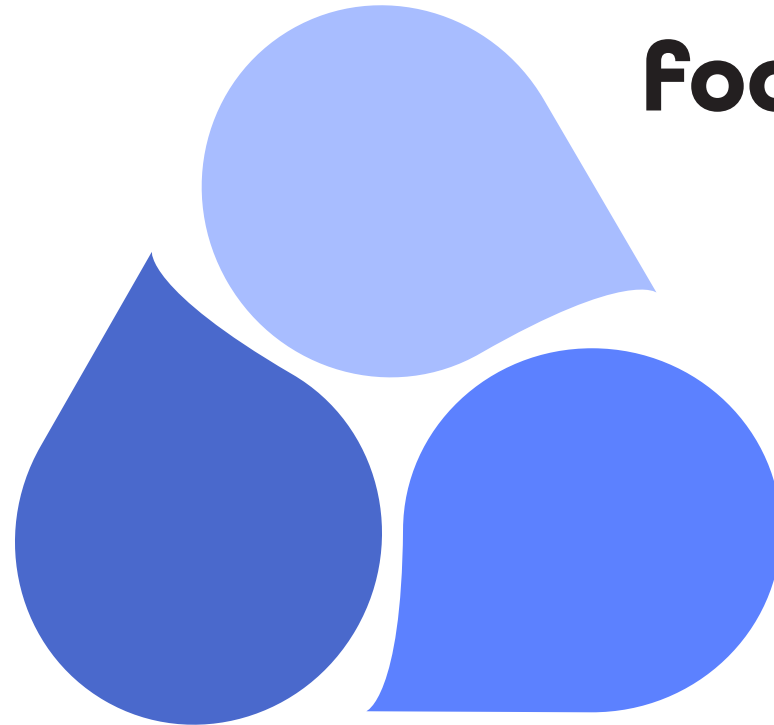


# REBRAND GOALS



**Promote  
Sustainable  
practices**

**Reduce carbon  
footprint**



**Capitalize on  
current trends**



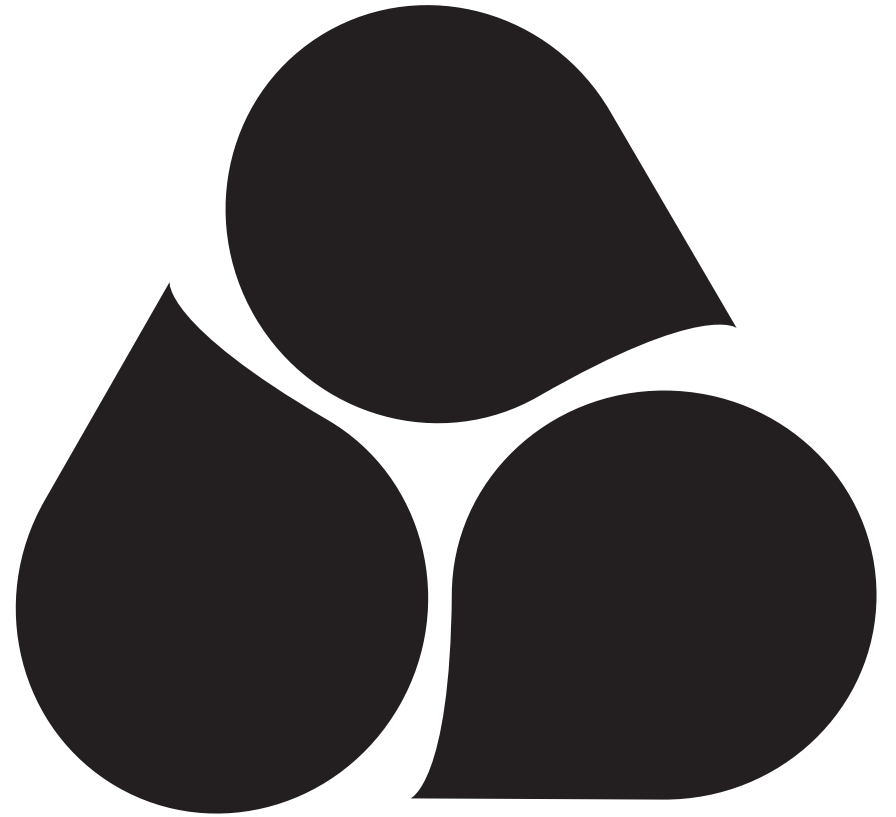
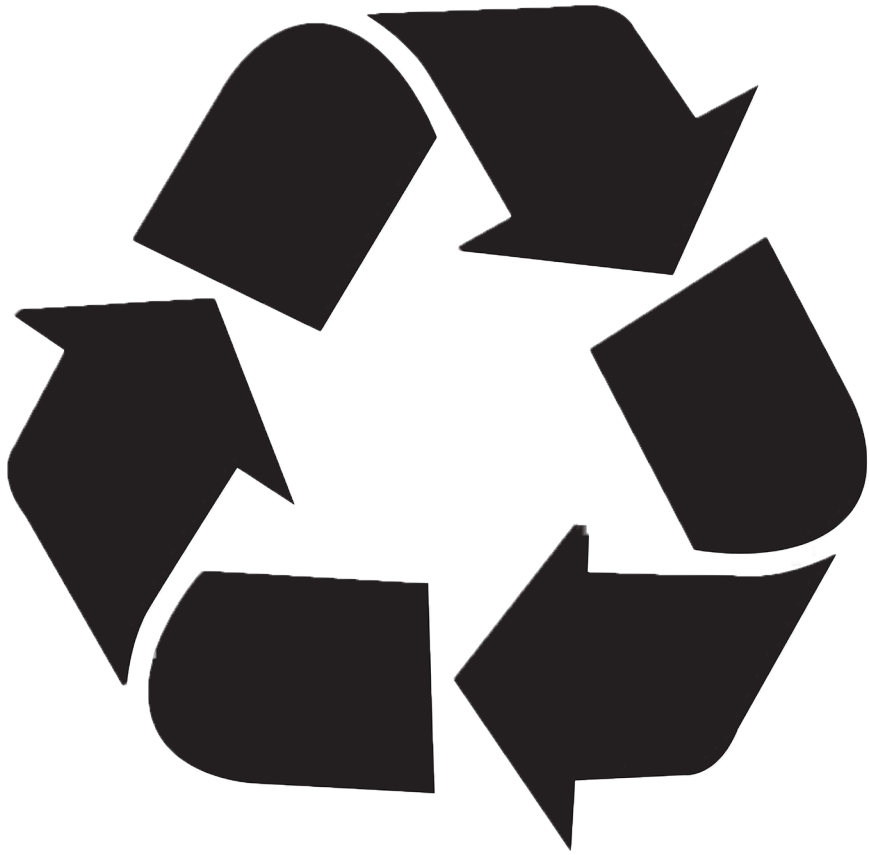
# BRAND IDENTITY



# smart

Coming up with solutions to difficult  
problems and thinking proactively







# OUR STORY

We at Smart believe that **pure, clean** water is essential to life – and to the health of our planet.

Our promise is to provide the purest and most refreshing water, while remaining **committed to sustainable practices and innovating for the future.** Our story is rooted deeply in care for the planet and our customers.

**Drink Smart.**



# BRAND STRATEGY

Respond to the growing sustainability and premiumization trends of water, by phasing out all plastics and investing in future solutions.





**sma**

**smart**



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SMART



1.  **smart**

2. 



**Environmental and social trends call for reform in global plastic production and waste**

**Smart has strong positioning in the bottled water market, and key economic growth factors indicate potential for success.**

**Rebrand is clean, pure, and friendly; to both our environment and customers.**

