

The following are some startling facts that I guarantee will change your way of thinking and hopefully your actions.

They've changed mine!

Plastics and the Environment

- On average people use 168 plastic water bottles each per year
- We spend on average \$588.00 per person on water bottles each year
- It takes 700 years before plastic bottles start to decompose and can take up to 1000 years to fully decompose
- Approximately 86% of plastic bottles aren't recycled in USA, in NZ it's 78%
- Approximately 1500 bottles end up in landfills and the ocean **every second**
- 60 million plastic water bottles are used each day in the US alone, 30 million in Europe, **more than 100 million worldwide every day**
- It takes 3-5 litres of water to make 1 empty plastic bottle
- Plastic bottles are a petroleum product and use 151 billion litres of oil to produce each year. That's enough to run 500,000 cars per year
- The water industry uses a further 1.7 billion litres of oil in distributing the water bottles around the USA alone
- 2,500,000 tons of carbon dioxide is produced in the manufacturing of plastic bottles each year
- Up to 24% of bottled water comes directly from the tap (USA)
- United Nations Environment Programme estimates that in every single square mile of the sea, there's 46,000 pieces of plastic floating worldwide
- 80% of all rubbish in the ocean comes from activities from the land, 20% from the activities at sea
- Algalita Marine Research Foundation recently did a study of 660 fish that shows on average each fish contained more than 2 pieces of plastic. One fish had 26 particles
- The Algalita Marine Research Foundation estimates as much as 1 million pieces in 1 square km in the Great Pacific Garbage Patch
- There's an area estimated to be the size of Texas (some say twice the size) in the Pacific Ocean known as the Great Pacific Garbage Patch that is a swirling mass of plastic trash
- Many researches and environmental organisations list plastic as the number one threat to our marine environment
- Plastic kills millions of birds, animals and fish every year because they eat it, get caught in it or choke on it
- More than 80 species of seabirds have been found to ingest plastic
- 90% of Laysan Albatross chick carcasses contain plastic
- In turtles, plastic has been shown to block intestines and make the animals float so they can't dive for food
- 8 million items of marine litter have been estimated to enter oceans and seas every day
- In a 1998 survey, 89 per cent of the litter observed floating on the ocean surface in the North Pacific was plastic
- The AMRF in 2002 found 6 kilos of plastic for every kilo of plankton near the surface. This can be as much as 30-60 times in some places
- 70% of the marine litter that enters the sea ends up on the seabed
- It takes about 272 billion litres of water a year, worldwide, just to make the empty bottles
- It's expected that in 2010, for every single person on this planet we'll use 100 pounds of plastic, most of which will take 1000 years to decompose
- Plastics are like diamonds they really are forever.

If you'd like to see where these statistics came from please go to www.safebottles.co.nz



So why buy stainless steel SAFE BOTTLES if you're not already convinced?

- 18/8 food grade quality stainless steel
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- FDA approved
- Easy to clean
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- Durable and designed to last
- 100% recyclable
- No plastic liner
- Free sports lid for when you're on the run
- Dishwasher safe
- Lifetime guarantee on bottle



GC

Gary Collins
Managing Director

P.S. There's an iron-clad, lifetime money-back guarantee on all bottles.

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