

Ozarka Eco-Shape Water Bottle

General Description

Bottled water is purified or natural spring water, most often sold in plastic bottles, made for human consumption. One bottled water brand, Ozarka, has debuted a new, more environmentally friendly bottle. According to the label, the shape, along with other new design elements, mean it uses 40% less plastic than the previously used bottle. It holds a half liter of natural spring water.

Description of Parts

As Figure 1 shows, the Ozarka Eco-Shape bottle is comprised of three parts: the lid, label, and body.



Figure 1: Ozarka Eco-Shape Water Bottle

Image Source: Global Package Gallery. Retrieved: April 26, 2010.

<http://www.globalpackagegallery.com>

Lid

The lid on a bottle of water keeps foreign particles from entering the water. It also enables the water to be transported. Without the lid, a bottle of water would have no portability. It screws on and off easily. The lid on the new Eco-Shape bottle measures about 4/16" in width and 1" in diameter. This lid is much smaller than any other brand of bottled water.

Label

Generally, labels on bottled water offer the same information: amount of water held in the bottle, brand, and contact information, and company logo. This paper label is colorful and informative. It has a picture of a spring and a red banner that reads “Ozarka.” It informs that the company was established in 1905, produces natural spring water, establishes origin information, and describes in detail the eco-friendly aspects of the new bottle. The label is 2 $\frac{3}{4}$ ” in diameter and 1 $\frac{5}{16}$ ” in width.

Body

Plastic water bottles come in many different shapes and sizes. The Eco-Shape bottle has an hourglass shape with decorative indentations. The plastic is very thin and crushes easily. It has been designed as such to allow easier crushing for recycling. The hourglass shape enables one to grip the bottle more easily. At its widest, the bottle measures 2 $\frac{1}{2}$ ” in diameter, and at its thinnest, is measures 2 $\frac{1}{4}$ ”.

How to Use

To use an Ozarka Eco-Shape water bottle, first, grip the smallest part of the base of the water bottle. With the other hand, twist off the lid. With the gripping hand, bring the lip of the bottle to the mouth and drink as normal.