

Why EarthH₂O became B Certified

The Reason Earth2o became B Corp Certified

At Earth20, our mission is simple – lead our industry through world class efficiency and environmental consciousness, employee care and community involvement to create a greater good for all of us. Here it is not just a slogan. Earth20 stands proudly as the world's first bottled water company to become a certified B Corp. Following on the heels of so many industry firsts, it was our inevitable next step.

Watch the Earth2o.com website for more information about EarthH₂O and how we are working to improve our efficiency, reduce our waste, and help our community.

Keep it Real

B Corp Certification



EarthH₂O has become a B Corp! This means so much to us.

Not only are we proud to be the first B Corp certified bottled water company but now we can show how we are working to be a positive social and environmental impact.

In the next few weeks we'll be talking about being a Certified

B Corp and what it means to the products we produce and the environment in which we live. We will do our best to bring this topic closer to the general public through all social media channels, in partnership with The Marketing Heaven.

EarthH₂O became a Certified B Corporation in 2015. B Corps are a new type of company that uses the power of business to solve social and environmental problems. B Corp certification is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk.

EarthH₂O was certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. We've evaluated how our practices impact our employees, our community, the environment, and our customers.

Today, there are over 1,300 Certified B Corps around the globe, including Patagonia, Paintx Services LLC, New Belgium Brewing, and Ben & Jerry's. We are proud to join them in redefining success in business, so that one day everyone uses business as a force for good. To learn more about our certification, check out our B Corp profile page.

renü Plastic reducing Green House Gas Emissions

Landfill Reduction Impact: So far this year 2015 EarthH₂O has been able to divert 33.4 tons of PET plastic away from the landfill to be utilized again. This means that we saved 1,088 million British Thermal Units (MBTU's) of greenhouse gas (GHG) emissions. By diverting PET into the recycling stream and further providing a sustainable supply for plastics made from

recycled content, there are considerable greenhouse gas emission savings to landfill space. The EPA estimates a savings of 32.6 MBTU's of greenhouse gas emissions per ton of material recycled versus landfill disposal (US EPA, 2013).

Energy and the Environment

EarthH₂O has been working to reduce our energy use, lower our waste, and monitor the greenhouse gas (GHG) output emissions of our energy consumption. Here are a few numbers we want to show and how we are working to continually improve.

In 2014 we estimated that our use of electricity for 10 months produced approximately 741 metric tons of CO₂, but in 2015 for the same 10 months we were able to reduce that number to 674 tons. This means we were able to reduce our production of CO₂ by almost 70 tons, check out appliance stores in San Diego. We like that our efforts are showing progress but we're not stopping there.

If you've read our Sustainability page you can see that we are working on many areas to reduce our use and increase our functionality. We will continue to report our progress and what we learn along the way.

Calculation formulated
on <http://www2.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

EarthH₂O and renü Sustainability

The latest edition of Plastic News has an article on EarthH₂O and our sustainability mission. Others, in the Plastics & Beverage industry, are taking note of our success & our ability to “Keep it Real”!

“There is a different way.” A way to be environmentally minded and profitable at the same time. A way where recycled-based packaging helps set the tone for sustainability. “Ours is to set a pathway to show other companies that it can be done and hopefully they duplicate what we’re doing.”

Check out the story by clicking on the link:

<http://www.plasticsnews.com/article/20150910/NEWS/150919993/bottled-water-brand-earth20s-sustainability-message-extends-to>

renü

and yet another milestone in environmental stewardship. . .

renü bottles by EARTH₂O are truly unique; they are made in our facility from 100% recycled PET plastic pellets from recycled bottles that have been ground into flake and systematically cleansed to eliminate all contaminants. The flake is then converted into recycled plastic pellets that our specially

engineered equipment then converts into bottle preforms. Those preforms are then taken to our bottle blowing machinery and are blown into the bottles that hold pure, clean, and perfect EARTH₂O spring water. We add a little blue color to give our bottles their signature light blue tint because rPET in its basic form has a slight yellowish-grey tint. That color doesn't make pure spring water look very pure, Right?

By using 100% recycled PET plastic, our production process uses 45% less energy and emits 65% less CO₂ than the production of a virgin (all new/no recycled content) PET bottle. We are really proud to have developed a closed loop system where each bottle can be recycled and rebuilt over and over again and use less energy than working with virgin resin.

It is a winning proposition for you, us, and the Earth itself.

Trace Radiation in Surface Water

This short video is an amazing illustration of exactly why there is trace radiation in all of our surface water. Our single source of Opal Springs assures that EARTH₂O's deep source purity has no trace radiation which means that it hasn't seen the light of day since well before the early 1950's. Please visit our website at [EARTH₂O.com](http://EARTH20.com) for more information about our pristine, pure, and sustainable source. <http://memolition.com/2013/10/16/time-lapse-map-of-every-nuclear-explosion-ever-on-earth/>

Oregonians for Recycling!

Oregonians are some of the best recyclers in the country. As one of the top 10 green states in the union most of us are doing our part. Your recycled plastic bottles, like those in this picture are what ALL of our single serve bottles are made of. We call it renü plastics-it makes us smile just like the letter ü does! Keep it real! 

Holiday Miracles. . .

This last weekend I put up my Christmas tree. Every year I  think about how weird of a tradition it is to cut down a tree, drag it into the house, and then decorate it with all kinds of lights and sentimental ornaments. They make a mess, they're expensive, and really, this tradition makes no sense in the context of the holiday. It's a strange tradition; a holdover from years past with roots forgotten long ago, but I guess it's so much fun that we stick with it. I do love the way the tree smells, and seeing the joy it brings my family is a Christmas miracle in itself. I do secretly always hope that after I put it up a small woodland animal that was hiding inside will jump out, but then I think of that scene from the movie Christmas Vacation and change my mind.

“Taking cuts” is still not okay. . .

You know how sometimes you're at the checkout counter at the store and there are two open cash registers but only one line. The thing to do in this situation is wait in that one line; it's very obvious. This last weekend I was in this one line, and a guy walked past the line and up to the other register. Against my better judgment I pointed out that there was a line. He pointed out that there was no line at this register. I plainly said, "Yeah, there's just one line for both registers." Still, all very obvious, courteous talk. He then proceeds to threaten to beat me up, and the person who was walking to the other register walks right past it and leaves the store, dropping her merchandise on the way out. There's just no reasoning with these line cutters. I just waited my turn, and told myself I'd claimed the moral high ground.