



MUSGRAVE: KIDS WATER BOTTLES - PLASTIC REDUCTION

THE IMPROVEMENT

Musgrave is committed to reducing packaging waste and as a business focus on preventing waste at source. The company works closely with its suppliers to optimise its Own Brand packaging so that it is fit-for-purpose, but minimal from a materials and energy inputs perspective.

Musgrave aim to ensure that 100% of their Own Brand and fresh produce packaging is recyclable, reusable or compostable by 2025.

THE CHANGE

Working with their bottled water supplier, Musgrave have recently implemented a specification change to the SuperValu and Centra 250ml Kids water bottles.

This change has significantly reduced the overall weight of the pack and has resulted in a 7.45 gram reduction in plastic (between the cap and the bottle).

THE BENEFITS

- This equates to a total plastic reduction of 23,901Kgs (SuperValu and Centra) based on 2017 volumes.
- The cap has also now been integrated as a single piece so that it remains with the bottle rather than separating as potential litter.

Musgrave



SuperValu Kid's water

Still Water

Pure
Irish
Water

10 x 250ml e

See bottle / cap

Ingredients
100% Still Water

Opening Instructions
Once opened, keep refrigerated

Storage Instructions
Store in a cool, dry place, out of direct sunlight and away from strong odours.

Safety Instructions
Use within 3 days of opening. The Sports Cap makes this product unsuitable for children under 36 months.

Nutrition Information	
Typical Composition	mg/l
Calcium	130mg
Magnesium	20mg
Potassium	<5mg
Sodium	14mg
Bicarbonate	320mg
Chloride	25mg
Sulphate	<20mg
Nitrate	12mg



10 x 250ml e

SuperValu

Specialty produced for:
Muggrave Retail Partners Ireland,
Lansdowne Road, Cork, Ireland.

BOC: 1950 211 640

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