



Annual Impact of Switching from Disposable to Reusable Bottles

Savings to You and the Planet	Buy One Back2Tap Bottle	Buy 4 Back2Tap Bottles For Your Family	Buy 100 Custom Bottles For Your School	Buy 1,000 Custom Bottles For a Town-Wide Initiative
# of Disposable Bottles Not Used	218 bottles	872 bottles	21,800 bottles	218,000 bottles
Gallons of Oil Saved (4 oz/bottle)	7 gallons	28 gallons	680 gallons	6,810 gallons
Gallons of Water Saved (51oz/bottle)	87 gallons	347 gallons	8,690 gallons	86,860 gallons
Grams of CO2 Kept Out of Air (120gms/bottle) <i>Equal to 12 balloons</i>	2,620 balloons	10,460 balloons	261,600 balloons	2,616,000 balloons
Minimum \$ Saved*				
1st Year	\$23	\$93	\$2,320	\$23,300
Subsequent Yrs	\$38	\$153	\$3,820	\$38,300

* (Estimate based on 2007 U.S. results; 29 gallons per person (equivalent to 218 17oz disposable plastic bottles) at average price of 17¢ per bottle (\$1.32 per gallon); tap water cost approximately \$.002 per gallon; overall recycling rate of 23%; average retail price of Back2Tap bottle of \$15.00)
Source: Beverage Marketing Corporation