

Press Release



Date: April, 30, 2021

Subject: DESIGN + SUSTAINABILITY EXCELLENCE: TRIVIUM WINS THREE iF DESIGN AWARDS IN PACKAGING DESIGN

Information:

The 2021 iF Design Awards have just been announced, and for this year's winners in Packaging Design, the focus is not only on outstanding design but those that fully embraced sustainability methods, recyclable materials and reusability.

Trivium Packaging, the \$2.7B global metal packaging leader, is honored to share that it has been awarded three iF Design Awards in Packaging Design for its design of infinitely recyclable and reusable aluminum bottle packaging for Petal, Rainforest Artesian Water and Bubble Tree products.

"Trivium continues to push the envelope by designing premium metal packaging that grabs the attention of consumers while meeting the highest standards in design and sustainability," said John Blum, VP Quality & R&D, Americas for Trivium Packaging. "As new, emerging companies as well as large organizations increasingly look to eco-friendly packaging, we're proud that our infinitely recyclable solutions stand out as an appealing, popular choice."

Trivium Packaging's three iF Design Awards in Packaging Design were awarded for:

- [Rainforest Artesian Water](#) bottle was designed to help eliminate single-use plastics that dominate the bottled water market. The bottle uses 25% recycled aluminum and can be re-closed, refilled and 100% recycled with no plastic components. Its intricate and eye-catching labeling pays homage to the source of the bottled water, namely the rainforest. The bottle's lightweight, re-closable and unbreakable elements appeal to the on-the-go, eco-conscience consumer who wants convenience and sustainability.

"This recognition fills us with excitement and gives us a boost to continue our fight against single-use plastic bottles," said Facundo Fischer, Chief Brand Officer of Rainforest Artesian Water. "Trivium's trajectory as aluminum packaging manufacturers and our expertise in beautiful design has merged to create the most beautiful and most sustainable aluminum bottle ever created." Sourced from artesian springs, the water is gravity fed to the bottling plant without the use of energy. A portion of every sale goes towards reforestation.

- [Petal's Foaming Hand Soap](#) is a zero-waste hand soap system. Refillable pods are shipped directly to customers, which are mixed with water and dispensed in a stylish, reusable aluminum bottle. Available in three sleek designs, the reusable bottles are made from 100% recyclable, lightweight aluminum. The foaming pump is made from post-consumer recycled plastics. Each bottle holds 8.5 ounces of soap made of natural ingredients.

"Although Petal is a sustainability-first, mission-driven company, our focus on design and aesthetic is a close second. It means the world to us to be recognized for this iF Design Award. We are very fortunate to have such a great partner in Trivium who worked tirelessly to turn our vision into reality!" said Jason Domangue, CEO of Petal. The Petal system decreases dependency on single-use plastics. The concentrated hand soap with less water allows it to be shipped more effectively, reducing its carbon

footprint. Petal is also convenient because the pods are small and easy to store.

- **Bubble Tree Refillable Bubble Solution** is an eco-friendly and sustainable bubble solution that uses aluminum bottles that can be repeatedly refilled over time. In a category that has seen little innovation in generations, the Bubble Tree system is the first to be manufactured and sold in the USA. The kit includes a durable 100% recyclable bottle with an ergonomic grip and cap with an attached bubble wand to keep hands clean. The easy-to-use refill system allows children to fill their bottles on their own and write their names on them. The bubble formula doesn't include any harmful chemicals such as parabens, phthalate, sulfates, diethanolamine, or formaldehyde.

Amongst nearly 10,000 entries from 52 countries, Rainforest Water, Petal and Bubble Tree's packaging won over the 98-member jury, made of independent experts from all over the world.

More information can be found in the "Winners section" of the [iF World Design Guide](#).



About Trivium Packaging

Trivium Packaging is a global supplier of infinitely recyclable, metal packaging for the world's leading brands. Trivium has more than 60 locations worldwide, employs close to 8,000 people with sales of \$2.7bn. www.TriviumPackaging.com

About iF Design Award

For 67 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design, Architecture and Interior architecture as well as Professional Concept, User Experience (UX) and User Interface (UI). All awarded entries are featured on the [iF WORLD DESIGN GUIDE](#) and in the [iF design app](#).

About Rainforest Water

"Stunningly beautiful and by far the most sustainable water in the world." Our award-winning Aluminum Bottles are revolutionizing the whole bottled water industry. 0% Plastic from bottle to pallet only using recyclable materials to pack our products. RainForest Water is bottled at source with love and respect in the magical RainForest at Campos Lapa Verde, Sarapiquí, Costa Rica.

About Petal

Clean hands for a cleaner world. It sounds simple, but until now, hand soap was never a big part of the solution for the climate crisis and plastic waste that contributes significantly to landfills, ocean waste, and marine life devastation. Petal is a sustainability company making zero-waste hand soap. With the perfect combination of sustainable aluminum packaging, fresh scents, and natural ingredients, Petal aims to supply every household not only with the best hand soap but also the most stylish and

sustainable. Learn more at withpetal.com.

About Bubble Tree™

For 70 years bubbles have not changed until now. Established in 2020 American Bubble Company launches Bubble Tree™. A brand dedicated to change the way we play with bubbles forever. American Bubble Company was developed by toy industry veterans who saw a void in the marketplace for American made products that are sustainable and eco-friendly. Bubble Tree™ introduces the very first patent pending eco-friendly bubble system that eliminates the use of one-time plastic bottles and recyclable packaging. Our mission is to inspire moments of happiness by just having fun. Bubble Tree™ is our commitment to produce American made products that are safe, high quality and sustainable for you and the planet.