



MEDIA RELEASE

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A More Sustainable Approach To Drinking Water And Reducing Waste

With growing environmental concerns over the manufacture, transportation, storage and disposal of bottled water and its packaging, PureFree is working with businesses looking for alternative solutions to meet their sustainability and corporate social responsibility targets.

“By switching to tap water, or installing a water filtration system, and using reusable glass bottles, businesses can eliminate the need to buy-in environmentally damaging bottled water in single-use bottles,” said Tamara Keniry, founder of PureFree.

In sustainability terms, it is presumed to bring a number of benefits. Tamara said, “Reusable glass bottles eliminate the need to manufacture a new plastic bottle each time; tap water has only 1% of the environmental impact of bottled water and promotes reuse and a reduction in plastics and waste.”

Reusable glass bottles only need to be filled as they are needed, there’s no need to store and refrigerate a large stock of bottled water. There’s no need to remember to order bottled water, no stock control issues and no danger of running out.

Tamara went on to say, “economically, the good news is that many businesses will find that rather than costing more to take this ‘greener’ option, it will actually cost much less per litre than bought-in bottled water.”

By introducing a reusable bottle into the business under a green-environmentally friendly scheme, it provides the opportunity to make a long-term commitment to corporate social responsibility targets.

“Waste is increasing and collectively we need to make a change. By 2050 there will be more plastic in the sea than marine life. If we think about how many bottles a business uses in one year, it makes a huge impact on the environment when it comes to waste,” said Tamara.

Organisations can look after their employees, and valued customers, by providing them with a reusable glass bottle, “but they can also protect the environment by cutting out unnecessary waste in the form of plastic bottles,” continued Tamara.

Tamara is the founder of PureFree, an Australian company that supplies premium, reusable glass water bottles. It was created on the back of a passion to make a difference to a world-wide epidemic problem.

To find out more about PureFree’s reusable glass bottles, visit <https://purefree.com.au/>

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Editor notes

PureFree supplies a high quality, premium product.

- Drinking from glass is an entirely different experience to plastic or stainless steel.
- Everything tastes better in glass. Clean, fresh, pure.
- Glass is non-porous so it won’t absorb germs or residual flavours like plastic and stainless steel
- PureFree bottles have a smooth, thread-less mouth design so they are much nicer to drink from

They can be used every day

A custom branded glass water bottle is a gift that is used every day, all year. It will generate longevity of brand awareness for an organisation, through a premium, useful product.

Health Benefits

Glass does not contain Bisphenol A (BPA) or any other potentially harmful chemicals which may be found in some plastics. These chemicals may leach into the contents of your water bottle, especially if the bottle is left in extreme temperatures, such as your car on a hot day. Glass keeps your water clean, free of chemicals, and pure.

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