

# ALEX Bottle Design Overview

An innovative, well-designed **eco-friendly stainless steel water bottle** that provides a convenient alternative to disposable plastic bottles. The design features a mid-body split known as 'Clean Seam Techonology' which makes it **very, very easy to clean** and allows itself to compact to half its' size, providing **space savings during shipping/storing**. The intention for this bottle is to be used for a lifetime, providing ease of cleaning over and over again.

- Design Objectives ::
- Eco-friendly.
- Nesting.
- Easy to clean.
- Clean + modern aesthetics.
- IP around 'Clean Seam Technology'.



CLEANable. ComPACKable. CustomSIZEable.



# ALEX Bottle Design Details CLEANable

---

Keep it clean.

Other reusable water bottles, with their small mouth openings, require brushes or special cleaning tablets in order to clean them. When your bottle isn't clean, it builds up unhealthy bacteria and begins to smell really bad. Ultimately you'll end up throwing it in the recycle bin, or worse, the trash.

This bottle's unique mid-body split is designed specifically to address these dirty issues and make it super easy and simple to clean, either by hand or in the dishwasher.



# ALEX Bottle Design Details ComPACKable

Good things become small packages.

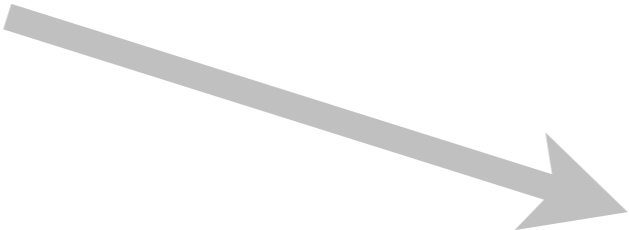
Cross Section Nested



Cross Section Assembled



The bottle is designed to nest the bottom half into the top half, compacting the overall volume into half the space.



This provides easy storage and space saving for shipping + traveling, resulting in a reduced carbon footprint.



# ALEX Bottle Design Details CustomSIZEable

Mix-n-match.



32oz



20oz

The clean + modern aesthetics in a variety of fashionable colors make the ALEX Bottle strongly iconic + highly desirable.

Additionally, the modularity of the design allows for mixing + matching of different colors + sizes.



26oz

## ALEX Bottle Eco-friendly

---

Overall, we chose only the healthiest materials because we want to drink from our bottle too.

ALEX is made using 100% BPA FREE non-toxic materials. The body is built from 50% recycled Premium Grade 304 stainless steel, a non-leaching and non-toxic material. We specifically used 304 Stainless Steel so we could have a healthy and durable water bottle for you and us. Using this material also allows the design to not need a liner, unlike our ALUMINUM bottle competitors. The Cap and CST mid-body split are made from FDA approved BPA FREE recyclable Polypropylene #5. And to complete the story, the wrist strap is made from recycled plastic water bottles.

Naked :: a special SKU of the bottle that highlights its environmental-friendliness by showing off the natural beauty of the materials: raw stainless steel and translucent non-pigmented polypropylene parts.

