

Categorie Premio

Accessibilità

Sostenibilità

Qualità della vita

**Product Name**

Y Water

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**Description of innovation social values**

- product category
- formal and functional features
- problems solved by innovation
- user
- field of application

In designing the new Y Water, our intent was to create a natural and organic beverage for kids. As an alternative to high-sugar content juices and sodas, Y Water is an organically flavored, USDA organic certified beverage. Y Water also focuses on reuse, allowing children to enjoy an organic beverage and reuse the bottle in a fun game following consumption.

The never before attempted 'Y' shaped bottle is an immediately recognizable icon and visual ambassador for Y Water, eliminating the need for additional labeling and excess branding normally required to cement a brand identity. Y Water also redefines the notion of re-use, as the emptied bottles transform into a constructor like game similar to Legos.

The inspiration for the bottle design is a symmetrical form all the way around, creating stability and an immediate sense of play. The "tetra pod" bottle resembles a molecule, an organic building block. This "molecular" shape works well not only because it is playful and fun for kids, but also because it is a metaphor for the core mission of the brand: to support the healthy development of young bodies and minds. (continued below...)

The other component of the Y Water story is to let kids be creative; our slogan "Y NOT" encourages kids to think on their own terms, to ask questions, to challenge. After drinking the beverage, the "tetra pod" bottle becomes the key component in a simple construction game, extending the life of the bottle as a playful learning toy. The biodegradable natural rubber Y-Knot connects bottles together and allows for never ending architectural possibilities, a type of game for kids long after the drink itself is gone. In addition, by locating all of the product information (bar codes, nutritional data, etc) on a biodegradable hangtag, we were able to keep the bottle itself clean. This was vital in transforming the bottle from empty container to building toy.

**Description of technical features**

- operations
- technology

Y Water bottles are formed out of extrusion blow-molded copolyester. This container demands careful attention to wall distribution because of its geometry. The clarity, the look, the feel, the gloss – the material brings a different level of quality to an extrusion blow molded container.

**Dimensions**

Bottle is approximately 100mm across from every angle; Label is 76 x 83mm. Weight is approximately 320 grams.

**Materials**

Copolyester PETG that is easily recyclable.

**Certifications**

USDA certified organic.

**Benefits for environment**

The challenge was to design a beverage bottle that could be used after it was consumed as a construction game, extending the life of the bottle as a playful learning toy. Y Water also redefines the notion of re-use, as the bottles transform into the pieces of a constructor/Lego Game after they are emptied.

**Benefits for human being**

Y Water is all natural, enriched flavored water for kids that supports the healthy development of young minds and bodies. Y Water grows healthy bodies through proper nutrition and natural ingredients, and helps develop young minds by encouraging kids to think, explore, imagine, and "ask Y". (continued below...)

Y Water is about changing a child's ethos. It is a product created to provide an appealing alternative for children and the environment by providing a healthy drink, thought provoking messaging and a new sustainable approach. By creating a bottle that is both reusable and recyclable we encourage kids to question the current approach to bottles and waste. Through Y Water, children can develop new learned behaviors and set expectations of less waste and smart reuse that will continue long into the future.