

Nestlé Waters North America adopts 'clearer' recycling labels

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The move comes a day after research from packaging company Alpla found that reusing plastic bottles was 80% more effective in sustainability terms than creating bottles from new, and follows the launch of a campaign by Coca-Cola to encourage consumers in the UK to reuse their empty bottles.

Nestlé Waters will become the first beverage manufacturer in North America to add the How2Recycle label, which was first created in 2012 by the Sustainable Packaging Coalition, to all of its major US bottled water brands.

Nestlé Waters North America chief sustainability officer Nelson Switzer said: "Our goal has been to find a compelling and simple way to educate and encourage all Americans to recycle the bottle. By adopting the How2Recycle label, millions of consumers will now have a clear and consistent recycling guide on the side of the bottle – driving recovery of the bottle and a reduction in environmental impact. We hope our peers and other manufacturers of packaged goods will adopt the How2Recycle labelling standard to help stimulate a revolution in US recycling."