

# 321 Water

## Green Dot Design Awards Submission

### 1. Company information

Half A Teaspoon is a design and product development business in Melbourne.

Gretha Oost, the creative mind and Managing Director of Half A Teaspoon, named the business to draw attention to the proportionately small amount of available drinking water in the world. If the world's water equalled one litre, just Half A Teaspoon (less than 1/3 of a per cent 1%) represents the available drinking water. This visualisation forms the basis for Half A Teaspoon's philosophy of creating awareness of conscious use of water.

#### 1.1 Crowdfunding



321 Water has drawn on a unique way of funding its initial manufacturing run named 'crowdfunding'<sup>1</sup>. It has raised the equivalent of 8,000 units sold<sup>2</sup> in the fourteen months leading up to the product launch in December 2010.

Despite a large disclaimer alerting customers to a potential risk that they might not receive their product and will not receive a refund of purchase IF sufficient funding is not forthcoming, consumers still purchased 321 Water. Crowdfunding demand has been strong with consumers from Australia and overseas joining with corporations in placing and paying for their orders.

This way Half A Teaspoon has created a solid fan base that are the brand advocates spreading the 321 Water love.

#### 1.2 Contact details

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<sup>1</sup> Crowdfunding is based on the idea that everyone pitches in to make something big happen. Mostly people do not expect anything in return.

<sup>2</sup> Both units sold as well as monies raised.

## 2. Changing Consumer Demand

First world consumers are increasingly environmentally aware and socially conscious. However, research has shown that “Green” in itself is not a sufficient motivator for purchase<sup>3</sup>. Increasingly, we are living in a creative, design driven economy with rewards for companies who provide great functionality coupled with superior design.

Design aesthetics around style, beauty, and sustainability are more important than ever before. Younger consumers in particular are active participants in the socialisation of products and services they purchase, and demand has shifted towards products that both meet a functional need, but also make a statement about the customer.

Imagine a product that could provide for an unmet functional need in a massive and growing market by appealing to our growing desire to be environmentally conscious. Then, overlay a beautiful design that is practical, aesthetic and appealing as a premium product, but also allows more value-focused customers to save money. Welcome to 321 Water.

### 2.1 What is 321 Water?

321 Water is a beautifully designed, reusable, water bottle with a unique plunger mechanism and carbon filter. It filters tap water in one quick action resulting in:

- Improved taste
- Improved smell
- Reduced chlorine levels

321 Water promotes the use of tap water. The product evolved in response to a growing social awareness regarding the environmental impact of bottled water. 321 Water can be filled from any tap, then plunge with one fluid movement to create freshly filtered and great tasting water.

### 2.2 Environmental Benefits

The environmental benefits of using 321 Water are the reduction of water and fossil fuel use, a smaller carbon footprint as well as less landfill. 321 Water is manufactured based on eco-design principles in Melbourne, Australia and uses materials that can be recycled. 321 Water does not have mixed materials, gaskets or O-rings. All components can easily be separated by hand.

A slick refillable water bottle that filters tap water is set to change our rehydration habits.



"The Australian Way"  
Qantas in-flight Magazine  
February 2010

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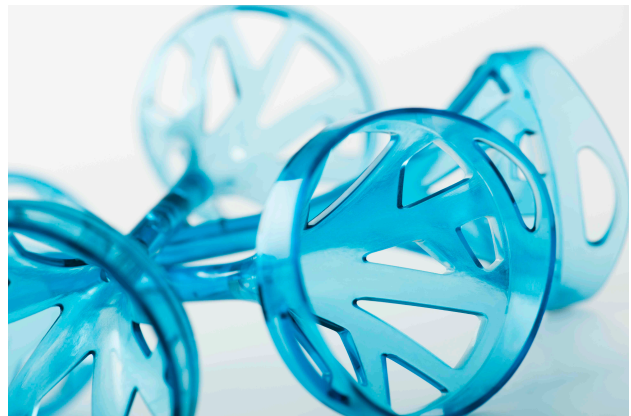
<sup>3</sup> Survey of 2,000 Australians reported on in Australian newspaper The Age, 10 January 2010

## 2.2 Environmental Benefits Cont'd

321 Water is *Green by Default* rather than being positioned as a product only for the environmentally conscious. 321 Water is a leisure purchase that makes a style statement about the consumer, while providing both convenience and value (\$ savings) around a basic human need – thirst.

321 Water offers consumers:

- Style
- Convenience
- Economic Value
- Social Responsibility



## 2.3 Design

321 Water is highly functional and beautiful. The product has been designed as a sleek, elegant and minimalist product. The aesthetics of the filter tree draw attention to its functionality.

The 321 Water design has been endorsed by Design Victoria and won a Design Victoria Business Immersion Grant in 2008.

## 2.4 Functionality

321 Water is designed for use with drinkable tap water. 321 Water noticeably improves taste, smell, and clarity. It can be filled from any tap to produce fresh, filtered water.

To use the product, you

- unscrew the whole top of the bottle
- lift up and remove the filter plunger
- fill with tap water
- put the filter plunger back in and slowly push down
- plunge to the bottom of the bottle and screw on the top

The water will pass through the carbon disc in the base of the plunger to capture the impurities, leaving behind fresh clean water. The bottle is water tight and portable, and can either be used immediately for consumption, stored for transport, or put in the fridge to cool.

Filters will need to be replaced after 100 uses (approximately 50 litres of water filtering). The filter can easily be replaced. Filter refills are sold in packs of 3.

## 2.4 Functionality Cont'd

There are five parts to 321 Water.



- The Container is made of BPA free Eastman Triton co-polyester and holds 500ml of water
- The Filter System holds the carbon filter and ensures that the non-filtered water remains separated from the filtered water. It ensures all water passes through the filter. In addition, the seal serves an aesthetic purpose as it keeps the black carbon filter out of sight. The Filter seal is made of food grade silicon
- The Filter Tree is connected to the Top and also holds the Filter System. The Screw Cap, Top, Filter Tree, and Filter System are all connected to be one part. The Filter Tree is made of BPA free Eastman Triton co- polyester and is recyclable.
- The Top of the bottle holds the Screw Cap and sits on top of the Plunger stem. The Top screws on to the outer bottle. The Top is made of food grade polyethylene and is recyclable.
- The Screw Cap – screws on top of the bottle and is made of food grade polypropylene and is recyclable.

321 Water is both highly functional and very beautiful. Its simple plunger mechanism, in the form of a stylised tree, is a powerful environmental metaphor reminding us that every time we use it we are helping the environment.

## 2.5 More about the 321 Water Filter

The Filter is an activated carbon impregnated polymer filter. The activated carbon is a highly porous filtering media prepared by exposing organic materials such as coconut shells to high temperatures and steam, creating an enormous surface for absorption. This super porous carbon is used to absorb impurities from water such as odours, tastes, organic compounds and residual chlorine. The carbon filter can be easily replaced.

## 2.6 Design and Style Aspiration

A vital part of the 321 Water is to build demand around a lifestyle product that happens to have great environmental credentials rather than the other way around.

The bottle has been designed to appeal to an Urban Savvy audience and a propensity to purchase products that reflect their self-image.

However, the economic benefits of buying a reusable bottle that saves the need to continuously purchase bottled water are also apparent. The value equation for consumers ensures a wider audience than a pure luxury item.

All of the product packaging, point of sale materials at retail outlets, and online marketing collateral has been designed with a minimalist style aspiration in mind. 321 Water will ensure that all consumer touch points consistently highlight the design strengths of the product.



Drinking water is great...

It quenches our thirst. It is healthy and pure.

We are lucky to have good quality tap water, why not bottle it ourselves?

...321 Water