

Company Website: www.waterbobble.com
Product: bobble jug
Designer: Karim Rashid
Primary Contact: Asher Finkell
asher@waterbobble.com
Address: 17 Vestry Street, 1st Floor
New York, NY 10013
Phone Number: (212) 510-8993

Names and Titles of the creators and collaborators of the project

Karim Rashid – Designer, Karim Rashid Inc.
Richard Smeidt - Founder and CEO, Move Collective LLC
Stephanie Smeidt - Creative Director, Move Collective LLC

Move Collective, LLC, of New York City, set out to give consumers an ecological alternative to single-serve plastic water bottles. It enlisted renowned industrial designer Karim Rashid to fashion the beautiful iconic shape of its first product, bobble. Bobble is a sleek, reusable, patented water bottle that filters as you drink, providing instant sustainable filtration. Bobble comes in multiple sizes and features a replaceable, recyclable carbon filter that removes chlorine and organic contaminants from municipal tap water, yielding a cleaner, crisper taste. Since bobble was introduced in February 2010 it has been an outstanding success with over a billion media impressions thus far. It is now sold in 28 countries and 30,000 stores world wide. Bobble has received rave reviews from customers and global retailers. It has won numerous industry awards including a Gold Edison Award 2011, a Red Dot Award 2011, Green Good Design Award 2010/2011, an American Graphic Design Award, a Good Design 2010 Award, a Spark! Award, iF Packaging Award, Ambiente 2011 Award, Die Line Packaging Award, Great Idea Award 2011 (Latin American award) & three Pentawards.

Move Collective now introduce bobble jug. Not only is bobble jug faster, smarter and sleeker but bobble jug is also unexpectedly slim. Bobble jug holds more water than its appearance would suggest, and its sleek shape allows it to double as a serving jug. Its slim design frees up more real estate inside refrigerators; it can slip neatly into refrigerator doors. Move Collective also made intelligent use of bobble jug's frame. For one, the handle itself holds water. And the filter housing common to standard jugs has been eliminated by Move Collective, yielding a cleaner, less cluttered aesthetic with no loss of capacity. Bobble jug's elegant simplicity masks a feat of engineering. For example, standard jugs are designed with a "second reservoir," effectively a waiting room for water that is separate from the primary chamber. The second reservoir drains slowly and typically needs to be filled more than once, yielding a frustrating lag time before the water is available to drink. Bobble jug has no such handicap because Move Collective eliminated the second reservoir and delivers crisp water in an instant.

Move Collective aims to protect the environment with their products. The 64oz / 2L bobble jug is free of BPA, phthalates and PVC. The filter reduces chlorine and organic contaminants, as well as copper, lead, mercury and cadmium, among others. A single jug filter equates to at least 300 bottles of filtered water, about 40 gallons or 150 liters. With daily use, bobble jug's filter lasts about 2 months. Bobble jug filters are recyclable and can be returned to bobble's recycling program, reducing the amount of waste involved. Bobble's collective success has helped to remove many millions of discarded plastic bottles from the environment. Bobble and bobble jug are available through www.waterbobble.com and through retailers nationwide.