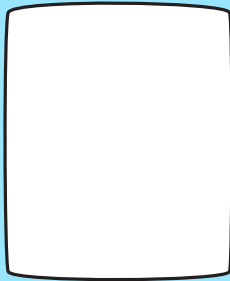




The Retap Handbook

Retap is a Scandinavian design company whose mission is to transform the way we drink water.





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'We felt that **something had to be done**. So we set our minds on designing a bottle that is **especially designed** for drinking tap water.'

Retap partners:

Robert Hjernberg (SE)

Lars Brøndum Petersen (DK)

Henrik Kemp (DK)



'Retap was initially influenced by reading about plastic islands in the oceans consisting mainly of plastic bottles. With the UN climate meeting 2009 in Copenhagen (COP 15) closing in, we became more aware of the negative impact of bottled water on the environment.

We felt that something had to be done. So we set our minds on designing a bottle that is especially designed for drinking tap water.

A year and many designs later in the summer of 2010, we released the Retap bottle, and we're very proud of this eco-friendly and beautiful product.'



Retap stands for **refilling** with **tap** water. The Retap bottle is especially designed for drinking water and therefore **high quality, clean** and **eco-friendly**. Show that you care for the environment and your personal health.
Rethink water.

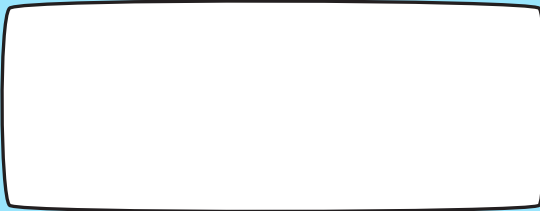
www.retap.dk



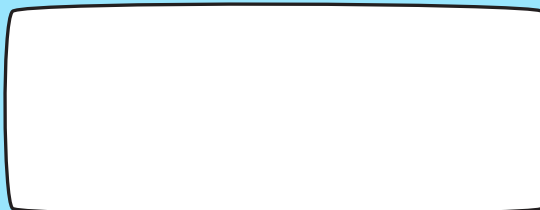
High quality

A bottle that is designed for drinking water has to be **high quality**. That's why we prefer borosilicate glass. It's reusable and strong.

Scandinavia has a tradition of stylish, functional design products. The Retap bottle fits in this design tradition and it shows: we proudly received a **Red dot design award** in 2011.



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The Retap bottle is especially designed for drinking water, so it's shaped to provide you with **optimal comfort** when you drink from it.

The bottles are produced from **borosilicate glass**. This is a more eco-friendly production form and raw material compared to regular glass. It is also used in laboratories, because the glass has high strength and heat resistance.

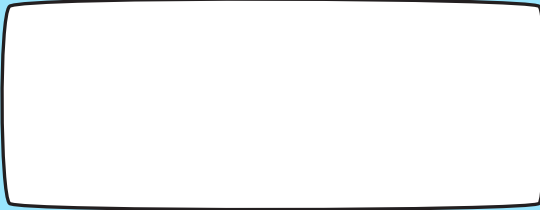
The lid is made of **thermoplastic-elastomer**. This material is free of bisphenol A (BPA), so unharmed to your personal health.



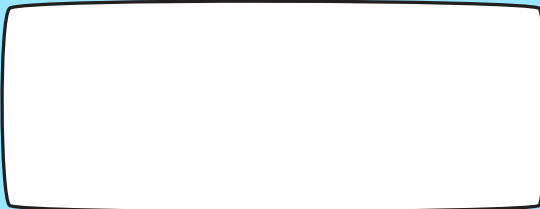
Clean

You want to be sure that the water you drink is **clean**. It is a general obligation for EU countries that tap water is safe to drink.

It is important to use **a clean reusable bottle** to keep your drinking water clean. The Retap bottle is **easy to clean** in the dishwasher and made for reuse.



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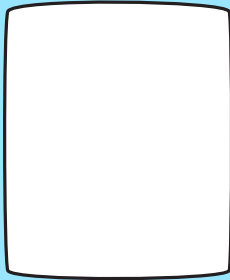
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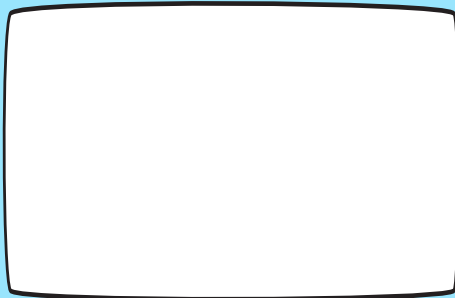
The Retap bottle is designed **without any edges** where bacteria can grow or accumulate. This makes cleaning easy and safe. The bottle and the lid are both suitable for cleaning in the dishwasher.

Glass is perfect for **reuse**. Plastic bottles (PET) are not suitable for reuse, because plastic releases hormone-like chemicals that influence our hormone balance.

Eco-friendly



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Water is the essence of life and should not be exploited in a way that harms the environment. Drinking water **from the tap** using **a reusable bottle** is the most eco-friendly way to drink water.

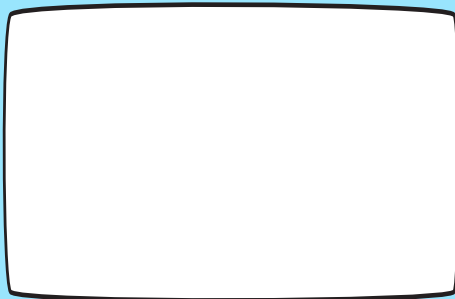
With everything we do, we keep a sustainable approach in mind.



The biggest **environmental impact** of bottled water comes from transporting water all over the world. This also disturbs the natural cycle of water. Clean water runs directly from the tap, so refilling a Retap bottle is an easy step to **support the environment**.

The Retap bottle is made in the EU and is only being sold in Europe. Once the bottle reaches its user, it can be cleaned and refilled with tap water endlessly. This makes sure that there is no useless shipping of water.





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winner 2011



PROMOTIONAL GIFT
AWARD 2011



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