



Why NOVA WATER Chooses Aluminum

A cleaner packaging choice designed to reduce reliance on single-use plastic and support a more circular future.

LESS PLASTIC. MORE PURPOSE.

The Problem With Single-Use Plastic Bottles

Plastic water bottles are convenient, but many are used only once and then discarded. When plastic is not properly collected or recycled, it can end up in landfills, streets, rivers, and oceans, where it may remain in the environment for a very long time.

For NOVA WATER, packaging is part of the product. Choosing aluminum is one way to help reduce dependence on conventional single-use plastic while offering customers a modern, premium alternative.

Why Aluminum?

Benefit	Why It Matters
Highly recyclable	Aluminum is widely recycled and can be made into new products again and again.
Supports a circular system	Recycled aluminum can return to productive use instead of becoming permanent waste.
Reduces reliance on plastic	Using aluminum can help shift demand away from conventional single-use plastic bottles.
Premium protection	Aluminum provides a strong, lightweight package that protects the product and travels well.
Clear sustainability message	The package itself communicates a more responsible approach to everyday hydration.

How NOVA WATER Helps

- **Less dependence on single-use plastic:** Every aluminum can is an opportunity to choose a different packaging system.
- **More recyclable material in circulation:** Aluminum can be recovered and reused repeatedly when it enters the recycling stream.
- **Less plastic waste pressure:** Replacing some plastic packaging with aluminum can help reduce the amount of plastic entering the waste system.
- **Better consumer habits:** NOVA WATER encourages customers to think about the package they choose, not only the water they drink.
- **Stronger brand responsibility:** NOVA combines design, hydration, and a packaging decision that aligns with a cleaner-future message.

Our Environmental Position

NOVA WATER does not claim that aluminum alone solves pollution. Environmental impact depends on many factors, including how materials are produced, transported, collected, and recycled. Our position is simple: recyclable aluminum can be a more responsible packaging alternative when the goal is to reduce reliance on conventional single-use plastic.

Choosing NOVA WATER means choosing hydration in packaging designed with a cleaner future in mind.

NOVA WATER - Purity That Moves You.

Less Plastic. More Purpose.

Note: Environmental performance varies by region, recycling infrastructure, transportation, recycled content, and manufacturing processes. Claims should be supported by supplier and market-specific data before use on final packaging or regulated advertising.