The Unstandard®





THE WAY FORWARD FOR SUSTAINABLE PACKAGING.

Infinite Way™ is a new, more thoughtful approach to packaging that embraces environmentally friendly designs while maintaining an artisanal focus on quality and uniqueness. Infinite Way glass uses 100% recycled glass, meaning these trend-forward bottles are part of a recycling system that continues infinitely into the future.

THE FUTURE OF PACKAGING.

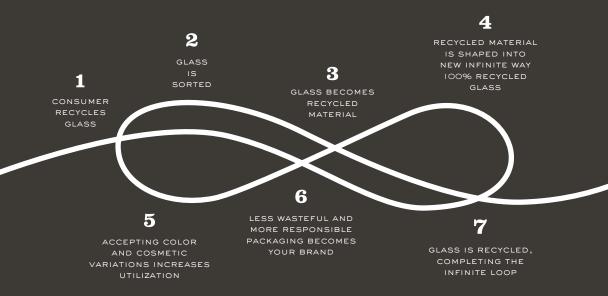
Infinite Way represents not only a more sustainable kind of packaging for your brand, but also one that offers a uniquely appealing aesthetic. In a world where we're used to trade-offs for going green, Infinite Way is a refreshing alternative.

UNIQUE EQUALS APPEALING.

The process used to make our post-consumer glass bottles yields inherent and subtle variability in the coloring and appearance of the glass itself. Similar to the unique features found in antique window glass that make it a prized premium in homes, this feature creates unique appeal in individual packaging, alluding to the special quality of the product within.



7 STEPS. INFINITE GOOD.





SAVING ENERGY AND REDUCING EMISSIONS

Recycling glass uses 30% less energy than it takes to produce glass from raw materials.

EMBRACING THE NATURAL QUALITIES OF GLASS BY REJECTING THE IDEA THAT GLASS MUST BE UNREASONABLY PERFECT

Industry reporting suggests that 25% of glass bottles are discarded in the manufacturing process due to minor aesthetic imperfections.

FOR PRECIOUS RAW MATERIALS AND THE WATER USED TO EXTRACT THEM

Over a ton of natural resources are saved for every ton of glass recycled.



CHARMING COLORS. SUBTLE VARIATIONS.

Infinite Way glass comes in two color formulations, along with the added benefit of very subtle variation from bottle to bottle.

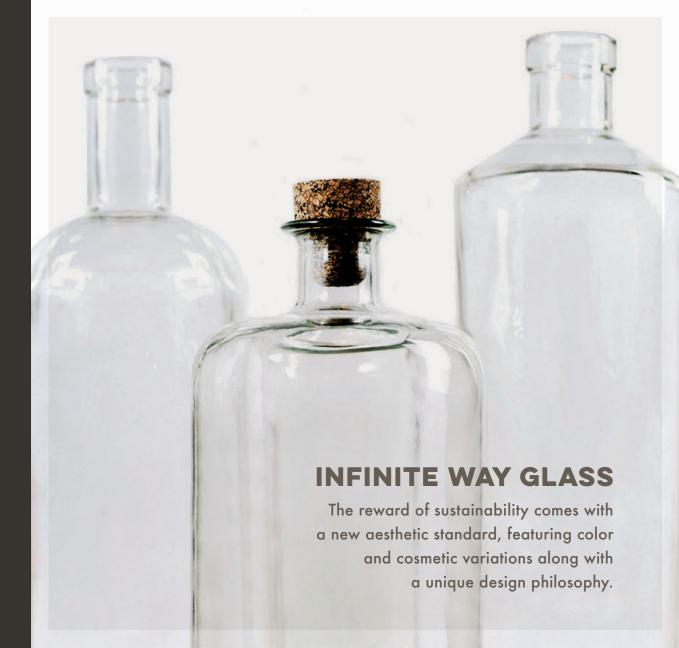
INFINITE CLEAR





CLOUD

INFINITE WAY BOTTLES









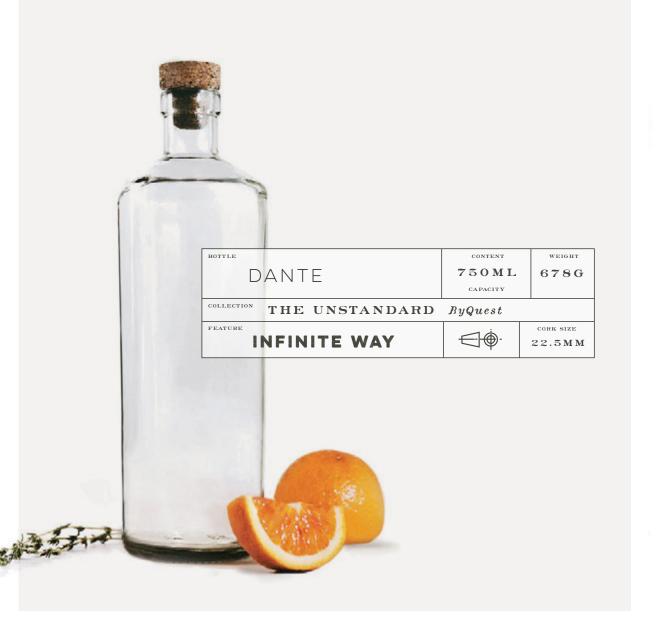














A STRONGER BRAND AND A GREENER FUTURE AWAIT.

Infinite Way aligns with virtually any brand promise, tying into the larger global movement across both trade and consumer segments that emphasizes a more positive, caring and thoughtful approach when it comes to environmentally friendly products.

With their lighter weight profiles, glass color, and unique aesthetics, Infinite Way bottles fulfill the promise of ongoing recyclability.





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