

# The Unstandard<sup>®</sup>

BYQUEST



◀ INFINITE WAY<sup>™</sup>



## **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.

### **RECYCLED GLASS REDUCES THE NEED 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.

A top-down photograph of two glass bottles on a light-colored marble surface. The bottle on the left is clear, and the one on the right is a milky, cloudy grey. In the top left corner, there are two lemon wedges and a wooden bottle cap. In the bottom left corner, there is a small dish filled with white salt. The text 'INFINITE CLEAR' is positioned to the left of the clear bottle, and 'INFINITE CLOUD' is to the right of the cloudy bottle.

INFINITE  
CLEAR

INFINITE  
CLOUD

## 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



INFINITE  
CLOUD


INTRODUCING *the*  
**INFINITE WAY BOTTLES**




**INFINITE WAY GLASS**

The reward of sustainability comes with a new aesthetic standard, featuring color and cosmetic variations along with a unique design philosophy.



BOTTLE	THE MALLET	CONTENT 750ML CAPACITY	WEIGHT 670G
COLLECTION	VINTAGE FORWARD <i>RyQuest</i>		
FEATURE	INFINITE WAY		CORK SIZE 19.5MM



BOTTLE	ADNAN	CONTENT 750ML CAPACITY	WEIGHT 620G
COLLECTION	THE UNSTANDARD <i>RyQuest</i>		
FEATURE	INFINITE WAY		CORK SIZE 19.5MM



BOTTLE	THE DRUGGIST	CONTENT 750ML CAPACITY	WEIGHT 670G
COLLECTION	VINTAGE FORWARD <i>ByQuest</i>		
FEATURE	INFINITE WAY		CORK SIZE 22.5MM

AMARA

BOTTLE	AMARA	CONTENT 750ML CAPACITY	WEIGHT 650G
COLLECTION	THE UNSTANDARD <i>ByQuest</i>		
FEATURE	INFINITE WAY		CORK SIZE 22.5MM









BOTTLE	DANTE	CONTENT 750ML CAPACITY	WEIGHT 678G
COLLECTION	THE UNSTANDARD <i>ByQuest</i>		
FEATURE	INFINITE WAY		CORK SIZE 22.5MM



BOTTLE	NATURAL	CONTENT 750 ML CAPACITY	WEIGHT 515 G
COLLECTION	WILDLY CRAFTED SPIRITS <i>ByQuest</i>		
FEATURE	INFINITE WAY		CORK SIZE 22.5MM

# 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.

FOR INFORMATION  
ON INFINITE WAY  
AND TO RECEIVE SAMPLES,  
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**INFINITE WAY**

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