

paper  
water  
bottle™

label guidelines

## container BRANDING



### embossment

The phrase “Patents at PaperWaterBottle.com” is embossed on the lower portion of the bottle and shall not be altered or covered.

### container label sizing

One or two labels may be applied to our stock container. The label size should be 3” wide x 4.625” high.

### environmental marketing considerations

The information contained in this Label Guide is strictly limited to our bottle materials and is for informational purposes only. It is NOT meant to be a substitute for the advice provided by an attorney or regulatory advisor. The Paper Water Bottle client (Brand Owner) should consult applicable federal and state environmental regulations such as the Federal Trade Commission (FTC) Guides for the Use of Environmental Marketing Claims (known as “Green Guides”), State of California Public Resources Code (PRC) Sections 42355-42358.5 (Plastic Products), State of Maryland Code, Environment Sections 9-2102 and 9-2104, and other state regulations in your sales area. ***The Paper Water Bottle client (brand owner) should also consult applicable state beverage container laws for additional label requirements. All label content is the responsibility of the Brand Owner who should determine compliance with all relevant federal and state regulations.***

## qualified claims

Environmental claims for products are governed in the United States by the FTC “Green Guides”. The Guidelines recommend Marketers qualify general claims with specific environmental benefits. Paper Water Bottle and its suppliers have commissioned 3rd party testing performed by accredited labs to validate Paper Water Bottle’s claims and qualifiers. Based on that testing, the Paper Water Bottle ECO 1 GREEN™ bottle’s generally acceptable claim and required qualifications are:

**Claim:** 98% Landfill Biodegradable by Weight

**Qualifier:** ASTM D5511 shows up to 59.3% biodegradation in 365 days.

**Qualifier Label Version:** ASTM D5511 59%/365 Days

Please note the generally acceptable claim above may not be used on Paper Water Bottles sold into states where the term “biodegradable” or similar terms may not be applied to plastic container components.

**California Sales:** California law prohibits the sale of plastic packaging and plastic products that are labeled with the terms ‘biodegradable,’ ‘degradable,’ or ‘decomposable,’ or any form of those terms, or that imply in any way that the item will break down, biodegrade, or decompose in a landfill or other environment. These restrictions apply to all sales in or into the State of California, including such sales over the Internet. California law also strictly limits the sale of plastic packaging and plastic products with the term “compostable” or “marine degradable.” See [calrecycle.ca.gov](http://calrecycle.ca.gov) for full details.

**Maryland Sales:** Maryland law prohibits the sale of plastic products that are labeled with the terms ‘biodegradable,’ ‘degradable,’ or ‘decomposable,’ or with any other term to imply that the product will break down, fragment, biodegrade, or decompose in a landfill or any other environment. Maryland strictly limits the use of the terms “compostable” and “home compostable.” These restrictions apply to all sales in or into the State of Maryland, including such sales over the Internet. See Maryland Code, Environment Sections 9-2102 and 9-2104 for full details.

Use of the qualified claims above is voluntary.

## marketing content

Other standard marketing content may be available from Paper Water Bottle such as Guilt-Free Disposability™.

Note the Federal Trade Commission Guides for the Use of Environmental Marketing Claims (known as Green Guides) prohibit the use of unqualified marketing terms such as “eco-friendly”, “environmentally friendly” and “green”.

# water label REQUIREMENTS

## filled water bottles

Paper Water Bottle offers filled water bottles through our water bottler, Creekside Springs, LLC. Filled water bottle labels require the prior review of the water bottler to ensure all required water content regulatory information is included. Review of the label only pertains to the label’s water content information required by federal and state regulations. All other label information and formatting is the responsibility of the Brand Owner, per above.

Filled water bottle label proofs should be sent to sales@paperwaterbottle.com for forwarding to Creekside Springs, LLC for review. Typical turnaround time is 2-4 days.

## label requirements

### Spring Water bottle labels must include:

- Consumer Contact Phone or Web URL
- 16.9 FL OZ (500 mL)
- Ingredients: Spring Water (*\*see note below*)
- Processed by: Filtration, UV Light and Ozonation
- Spring Water Sources: Columbiana County, OH 43945
- PA DEP #5046493
- NYSHD Cert. #637 (*if distributed in NY*)
- NV #25569 (*if distributed in NV*)

<b>Nutrition Facts</b>	<b>Amount/serving %DV</b>
1 serving per container	<b>Total Fat</b> 0g 0%
<b>Serving size</b> 16.9 oz (500mL)	<b>Sodium</b> 10mg 0%
<b>Calories</b> 0 per serving	<b>Total Carb</b> 0g 0%
	<b>Protein</b> 0g 0%

Not a significant source of cholesterol, dietary fiber, total sugars, added sugars, Vitamin D, calcium, iron, and potassium.

Bottled By:  
  
 Ambridge, PA 15003

*Front-only labels can use linear display:*

<b>Nutrition Facts</b>	Servings: 1, <b>Serv. size: 16.9 oz (500mL),</b> <small>Amount per serving: <b>Calories: 0</b>, <b>Total Fat</b> 0g (0% DV), <b>Sat. Fat</b> 0g (0% DV), <b>Trans Fat</b> 0g, <b>Cholest.</b> 0g (0% DV), <b>Sodium</b> 10mg (0% DV), <b>Total Carb.</b> 0g (0% DV), <b>Fiber</b> 0g (0% DV), <b>Total Sugars</b> 0g (0% DV), <b>Protein</b> 0g (0% DV), <b>Vit. D</b> (0% DV), <b>Calcium</b> (0% DV), <b>Potas.</b> (0% DV).</small>
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### Alkaline Spring Water bottle labels must include:

- Consumer Contact Phone or Web URL
- 16.9 FL OZ (500 mL)
- Ingredients: Spring Water (*\*see note below*)
- Processed by: Filtration, UV Light, Ionization and Ozonation
- Spring Water Sources: Columbiana County, OH 43945
- PA DEP #5046493
- NYSHD Cert. #637 (*if distributed in NY*)
- NV #25569 (*if distributed in NV*)

<b>Nutrition Facts</b>	<b>Amount/serving %DV</b>
1 serving per container	<b>Total Fat</b> 0g 0%
<b>Serving size</b> 16.9oz (500mL)	<b>Sodium</b> 80mg 3%
<b>Calories</b> 0 per serving	<b>Total Carb</b> 0g 0%
	<b>Protein</b> 0g 0%

Not a significant source of cholesterol, dietary fiber, total sugars, added sugars, Vitamin D, calcium, iron, and potassium.

Bottled By:  
  
 Ambridge, PA 15003

*Front-only labels can use linear display:*

<b>Nutrition Facts</b>	Servings: 1, <b>Serv. size: 16.9 oz (500mL),</b> <small>Amount per serving: <b>Calories: 0</b>, <b>Total Fat</b> 0g (0% DV), <b>Sat. Fat</b> 0g (0% DV), <b>Trans Fat</b> 0g, <b>Cholest.</b> 0g (0% DV), <b>Sodium</b> 80mg (0% DV), <b>Total Carb.</b> 0g (0% DV), <b>Fiber</b> 0g (0% DV), <b>Total Sugars</b> 0g (0% DV), <b>Protein</b> 0g (0% DV), <b>Vit. D</b> (0% DV), <b>Calcium</b> (0% DV), <b>Potas.</b> (0% DV).</small>
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Download label resource files at [paperwaterbottle.com/label-resources](http://paperwaterbottle.com/label-resources) Nutrition Facts panels are provided for informational purposes only. See FDA requirements for Nutrition Facts Label formatting at [www.fda.gov](http://www.fda.gov).

*\*Not required if the words “Spring Water” are included elsewhere to denote contents.*

paper  
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**[www.PaperWaterBottle.com](http://www.PaperWaterBottle.com)**