

**ONE
SMALL
BOTTLE
TO
CHANGE
THE
WORLD®**



D

THE PROBLEM



The background of the entire image is a dense, textured pattern of crumpled blue plastic bottles. The bottles are shown in various orientations, some partially flattened, creating a complex, overlapping visual field of blue and white highlights.

480

BILLION

The number of plastic bottles sold globally last year.
Over 90% of single use plastics are not recycled

A clear plastic bottle is shown floating on the surface of the ocean. The bottle is partially submerged, with its cap visible. The water is a vibrant blue-green, and the sky above is a deep blue with scattered white clouds. The overall scene conveys a message about ocean pollution.

12.7

**MILLION
TONS**

of plastics are thrown into the ocean
every year



CHANGE HABITS

One single use. One huge mistake.

Less than 50% of plastic bottles are collected
The rest are in landfill or the ocean
Less than 7% of the plastics are actually recycled.

<https://www.theguardian.com/environment/2017/jun/28/a-million-a-minute-worlds-plastic-bottle-binge-as-dangerous-as-climate-change>



OUR STORY

Hi. I'm Yusuf. When I decided to switch to reusable bottles a few years ago, I was shocked to find few, if any, bottles that really worked for people on the move. They were leaky, needed both hands to use, flowed badly and were tough to clean. It felt like I was getting punished, rather than rewarded.

The only way to stop single use is to make refillables better.

I sat down with my team and decided to build the bottle that we would use ourselves. We knew if using a refillable bottle was more effective and also more convenient we could change not just actions, but long term habits in the disposable economy, sparking change and making a real difference.

We made that our mission. I hope you can join us.

DEVELOPMENT

Our drinking bottle goals

- to never, ever leak
- to be usable on-the-go
- to open quickly and easily
- to have a clean, hygienic spout at all times
- to flow effortlessly and spill-free
- to refill conveniently
- to be easy to carry
- to be simple to clean
- to use safe materials, toxin free
- to be odour resistant
- to have minimal, sustainable packaging





CHANGE THE WORLD

one small bottle to change the world

One touch. On-the-go.
Refill anywhere.





ION⁸ ONE TOUCH

The bottle designed for use on-the-go

100% **leak proof** water bottles with a **smooth flow** for **spill-free** hydration, a **safety lock** and a **hygienic flip top** cover for **one handed use on the go**.

With an off-centre spout and minimal tilt you can see and keep moving as you **drink**, whilst the carrying ring allows you to **hang it on a finger** or coat hook.

Easy to clean, easy to open and easy to fill, One Touch bottles are available in 3 materials, 4 sizes and over 50 colour ways, so there is one suitable for every purpose!

AWARD WINNING DESIGN



reddot award 2016
winner

RED DOT AWARD 2016

Launched in 2016, Ion8 One Touch was immediately recognized for form and function with a Red Dot Design Award. Red Dot is an internationally recognised quality label for excellent design.



iF DESIGN AWARD, 2017

First awarded in 1953, the iF DESIGN AWARD is the oldest independent design seal in the world. It is a symbol of outstanding design achievements that focuses on the innovative power of design.



NO LEAKS

+ SAFETY LOCK

Replaceable soft
silicon seals & a
safety lock for
carrying in a bag





ONE TOUCH

ONE HAND, ON THE GO

One handed for instant hydration on the go, flip top keeps spout hygienic & clean





DRINK & GO

TILT, SMOOTH FLOW

Pours with just a tilt.
Look forward while you
drink, smooth flowing
and spill-free





EASY CARRY

CARRY, HANG, HOOK

Carry with just one
finger, hang on coat
hook or carabiner





ION⁸ ONE TOUCH

Internationally acclaimed award winning design & function



NO LEAKS

100% leak proof, 100% of the time. When closed, the spout and vent are completely sealed.



EASY TO CARRY

Easy swivel finger carrying hook, can also be used to clip onto a carabiner



LOCKS CLOSED

Prevent accidents. Operated easily with a single finger, the safety clicks reassuringly into place.



EASY TO REFILL

When the lid is removed, you have a 45mm to 55mm opening for easy filling. Textured soft band on the cap makes gripping easy.



ON-THE-GO ONE TOUCH

Flips open for one handed use on the go. No annoying screw top, no dirty spout.



SAFE MATERIALS

BPA Free, phthalate free, non-toxic, highly odour resistant and can be easily cleaned.



SMOOTH FLOW

A vented, smooth liquid flow means no glugging, no squeezing and no painful suction. Just effortless, spill-free hydration.



SIMPLE TO CLEAN

A simple design with no place for dirt to hide from sight makes it easy to stay clean and odour free, keeping contents fresh



FIND WATER QR CODE

Our find water app located refill points to help you refill water conveniently wherever you are. A QR code on every product allows every Ion8 owner to download for free, and use it for free for life.



FIND WATER

Our free app for mobile phones shows you where you can **find water refill points** wherever you are. On the desktop, you can just visit the **refill page on our website**.

Find water, find retailers, or even sign up to be a refill point, and help change habits where **you** live





CHANGE NOW

One Touch bottles are available
in 3 types, 4 sizes and over 50
colourways.

**There is a One Touch bottle for
every user - in any situation.**

POD

The width of a soda can, it fits all cup holders. Ideal for kids' lunch boxes, and a great size for handbags.

Vacuum Insulated 320ml / 11oz
£16.99 / €18.99 / \$20.99

Steel 400ml / 13oz
£9.99 / €11.99 / \$12.99

Sport 400ml / 13oz
£9.99 / €11.99 / \$12.99



SLIM

The width of a soda can, it fits all cup holders. Fits all backpacks & mesh pockets. Slim and elegant, a great everyday bottle.

Vacuum Insulated 500ml / 17oz
£19.99 / €21.99 / \$23.99

Steel 600ml / 20oz
£11.99 / €13.99 / \$14.99

Sport 600ml / 20oz
£10.99 / €12.99 / \$13.99



TOUR

Wider and shorter than Slim,
fits most bike bottle holders
and adult backpacks.
Features a contoured non-
slip soft touch hand grip.

Sport 750ml / 24oz
£13.99 / €15.99 / \$17.49



QUENCH

Large capacity. Ideal for gym, yoga or camping. Sports edition has a contoured soft touch grip.

Vacuum Insulated 920ml / 31oz
£24.99 / €27.99 / \$29.99

Steel 1,200ml / 40oz
£17.99 / €19.99 / \$21.99

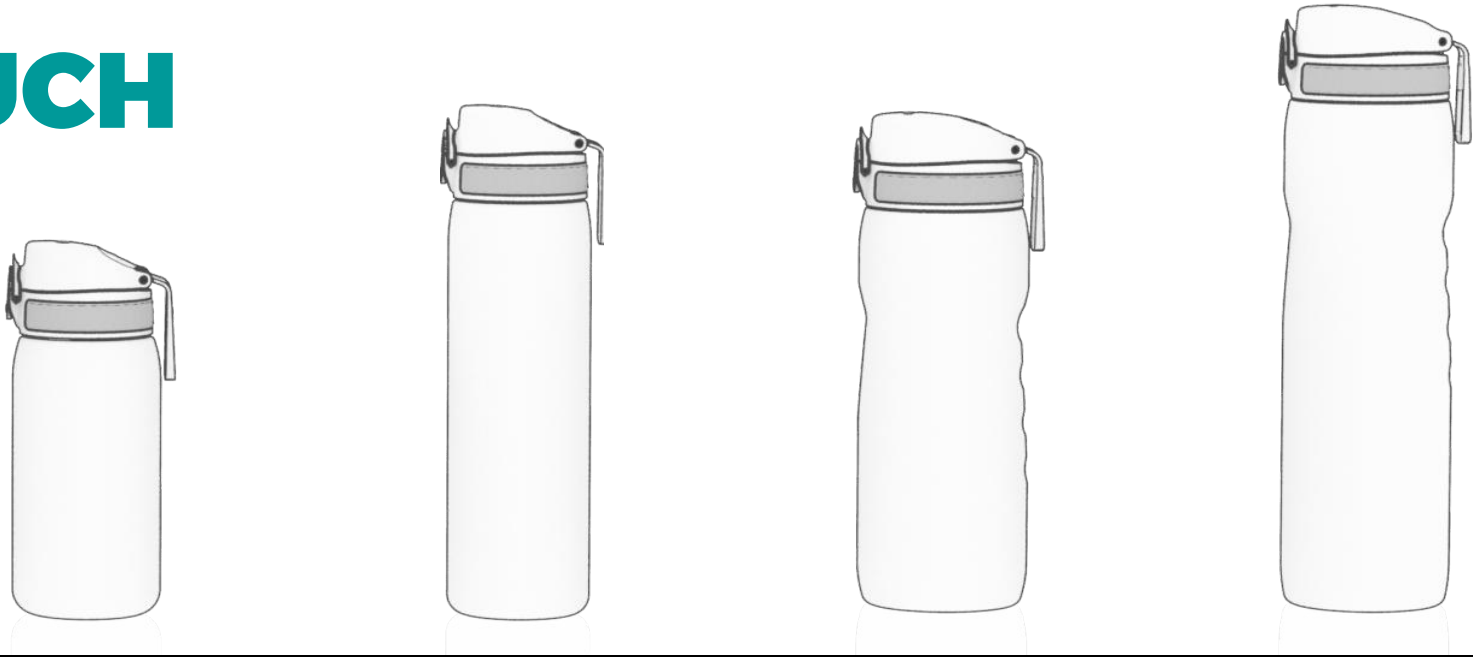
Sport 1,100ml / 36oz
£17.49 / €19.99 / \$20.99



ION⁸ ONE TOUCH

3 TYPES, 4 SIZES

Vacuum Insulated Stainless Steel / Stainless Steel / Sport



MODEL	POD			SLIM			TOUR		QUENCH		
	THERMAL	STEEL	SPORT	THERMAL	STEEL	SPORT	SPORT		THERMAL	STEEL	SPORT
Height (mm)		171			233		224			285	
Diameter (mm)		68			65		77			80	
Grip (mm)		68			65		66		70		69
Weight (g)	195	129	102	253	164	132	143		354	222	174
Capacity (ml)	320	400	400	500	600	600	750		965	1200	1200
Capacity (oz)	11	13	13	17	20	20	24		32	40	40
For Cold	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
For Hot	✓		✓	✓		✓	✓		✓		✓
Keeps Hot / Cold	✓			✓					✓		
Clear Cover		✓	✓		✓	✓	✓			✓	✓
Matt Cover	✓			✓					✓		
Soft Touch Bottle	✓		✓	✓		✓	✓		✓		✓
Metal carry handle	✓			✓					✓		
Metal button / lock	✓			✓					✓		
Packaging	Cup	Wrap	Wrap	Cup	Wrap	Wrap	Wrap		Cup	Wrap	Wrap



CHANGE FOR GOOD

Stainless steel, made to last

Pro grade 304 stainless steel is robust, durable,
corrosion free and food safe.

POD STEEL

Stainless Steel. Translucent metallic glossy surface. For cold drinks. 400ml / 13oz.

£9.99 / €11.99 / \$12.99



SLIM STEEL

Stainless Steel. Translucent metallic glossy surface. For cold drinks. 600ml / 20oz.

£11.99 / €13.99 / \$14.99



QUENCH STEEL

Stainless Steel.

Translucent metallic glossy surface.

For cold drinks.

1,200ml / 40oz.

£17.99 / €19.99 / \$21.99





CHANGE THAT LASTS

keep your coffee warm, not the planet

Vacuum insulated steel keeps your coffee warm,
your iced tea **chilled**, and the planet **cool**

POD THERMAL

Vacuum Insulated Stainless Steel. Polished metal parts. Soft touch surface. Keeps drinks hot or chilled. 320ml / 11oz.

£16.99 / €18.99 / \$20.99



SLIM THERMAL

Vacuum Insulated Stainless Steel. Polished metal parts. Soft touch surface. Keeps drinks hot or chilled. 500ml / 17oz.
£19.99 / €21.99 / \$23.99



QUENCH THERMAL

Vacuum Insulated Stainless Steel.

Polished metal parts.

Soft touch surface.

Keeps drinks hot or chilled.

920ml / 31oz.

£24.99 / €27.99 / \$29.99





CHANGE STYLE

You can change the world, but have fun too

Fashionable colour combinations make you stand out from the crowd.

POD THERMAL #CHANGE

Vacuum Insulated Stainless Steel.

Polished metal parts.

Keeps drinks hot or chilled.

320ml / 11oz.

Multicoloured parts, coordinated colour schemes, limited editions

£21.99 / €22.99 / \$24.99



SLIM THERMAL #CHANGE

Vacuum Insulated Stainless Steel.

Polished metal parts.

Keeps drinks hot or chilled.

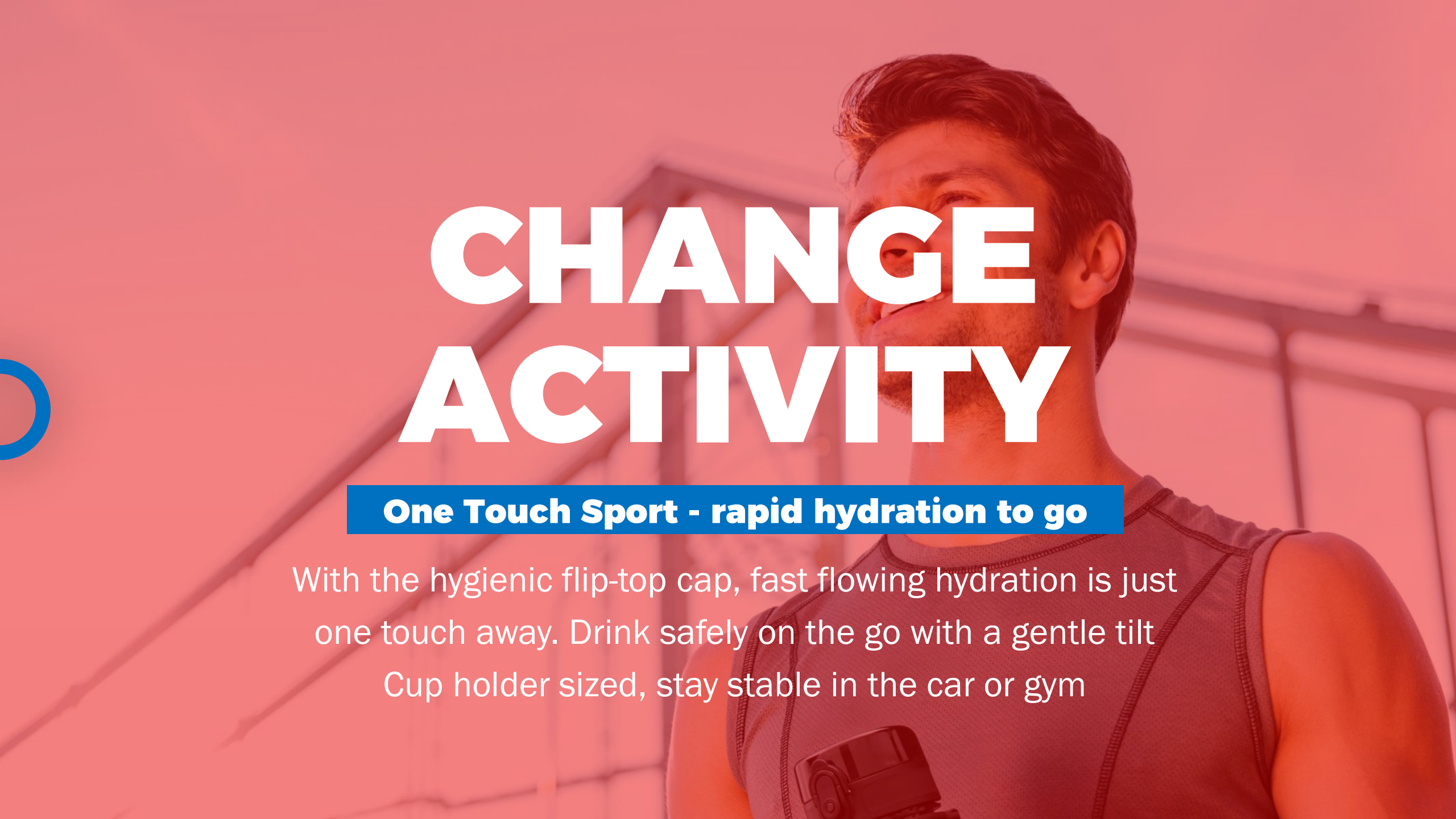
500ml / 17oz.

Multicoloured parts, coordinated colour schemes.

Limited to one season (6 months)

£24.99 / €25.99 / \$27.99





CHANGE ACTIVITY

One Touch Sport - rapid hydration to go

With the hygienic flip-top cap, fast flowing hydration is just one touch away. Drink safely on the go with a gentle tilt
Cup holder sized, stay stable in the car or gym

POD SPORT

Made from food grade RECYCLON®

Light & strong.

Perfect for kids.

Soft touch grip surface.

For warm or cold. Not insulated.

400ml / 13oz.

£9.99 / €11.99 / \$12.99



SLIM SPORT

Made from food grade RECYCLON®

Light & strong.

Soft touch grip surface.

For warm or cold, not insulated.

600ml / 20oz.

£10.99 / €12.99 / \$13.99



TOUR SPORT

Made from food grade RECYCLON®

Light & strong.

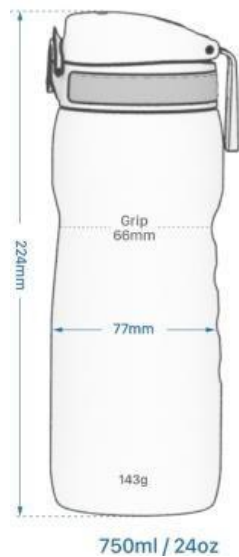
Popular with cyclists.

Soft touch contoured grip surface.

For warm or cold, not insulated.

750ml / 24oz.

£13.99 / €15.99 / \$17.49



QUENCH SPORT

Made from food grade RECYCLON®

Light & strong.

Popular for gym, yoga or outdoors.

Soft touch contoured grip surface.

For warm or cold, not insulated.

1,100ml / 36oz.

£17.49 / €19.99 / \$21.49





CHANGE PARTS

Buy it, use it, fix it, upgrade it

For all bottles, replacement parts add lifespan.

For Sport models, add-ons extend functionality, so one bottle does it all

ION⁸ SPORT ONE BOTTLE SYSTEM

Ion8's modular accessory system brings total flexibility to your hydration needs.
Add-ons extend lifespan and functionality. ***Your bottle. Your way!***

EXTEND LIFE

Ion8 Replacement Lid
Seals (3 sets)

#18RLS3

Compatible with
All One Touch Bottles



Ion8 Replacement
Small Lid

#18RLIDSML

Compatible with
Pod · Slim



Ion8 Replacement
Large Lid

#18RLIDLRG

Compatible with
Tour · Quench



Ion8 Extend Protein
Shaker Ball

#18XPSBUNI

Compatible with
Tour · Quench



Ion8 Extend Small
Fruit Infuser

#18XINFSML

Compatible with
Pod Sport · Slim Sport



Ion8 Extend Large
Fruit Infuser

#18XINFSML

Compatible with
Tour Sport · Quench Sport



A hand is shown twisting the cap of a red water bottle. The entire image is covered with a semi-transparent red overlay. The text "LET'S DO THE TWIST!" is written in large, bold, white capital letters across the center. A small white arc is positioned above the letter 'O' in "DO", and a short white horizontal line is positioned below the letter 'T' in "TWIST!".

**LET'S DO THE
TWIST!**

ONE TWIST RANGE SUMMARY



NO LEAKS

Totally leak proof and secure.
When closed, food grade silicon seals the bottle completely.



ONE TWIST

Immediate access. No accidents.
Just one twist of the ridged cap to open or seal safely closed. Immediate access when you need it, but no accidental spills when carrying in a bag.



NO SWEAT

Sweat and condensation free.
No slips, no water rings on your table, and no dampness in your bag.



THERMOSHIELD

Protects temperature for hours.
Keeps your drink at the perfect temperature, hot or cold.



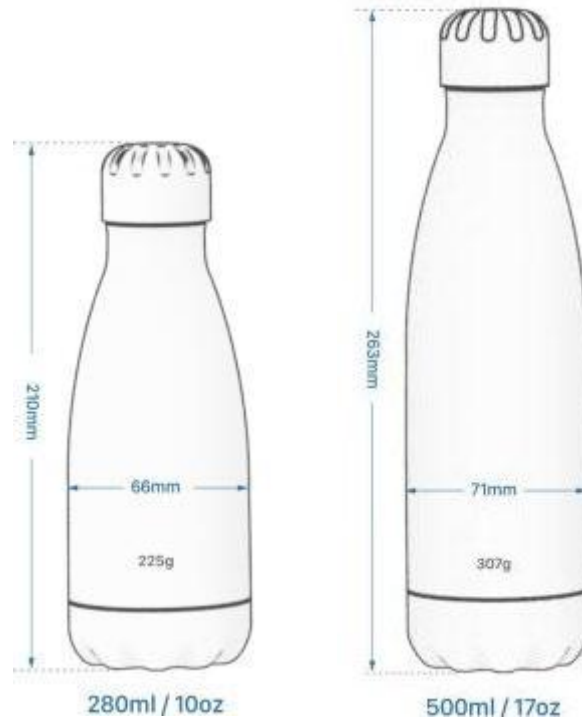
FLAVOURSHIELD

Protects flavours & freshness
BPA Free, food safe, non-toxic stainless steel



PRO GRADE STEEL

We only use Pro Grade 18/8 stainless steel. It won't corrode or degrade. Truly a reusable bottle for life



ONE

TWIST 280

Vacuum Insulated Stainless Steel.

One Twist lid.

Translucent metallic glossy surface

Keeps drinks hot or chilled.

280ml / 10oz.

£12.99 / €13.99 / \$15.99



ONE TWIST 500

Vacuum Insulated Stainless Steel.

One Twist lid.

Translucent metallic glossy surface

Keeps drinks hot or chilled.

500ml / 17oz.

£19.99 / €22.49 / \$24.49



ONE TWIST 500 PRINTS

Vacuum Insulated Stainless Steel

One Twist lid.

Exclusive printed designs

Keeps drinks hot or chilled

500ml / 17oz.

£24.99 / €27.99 / \$29.99



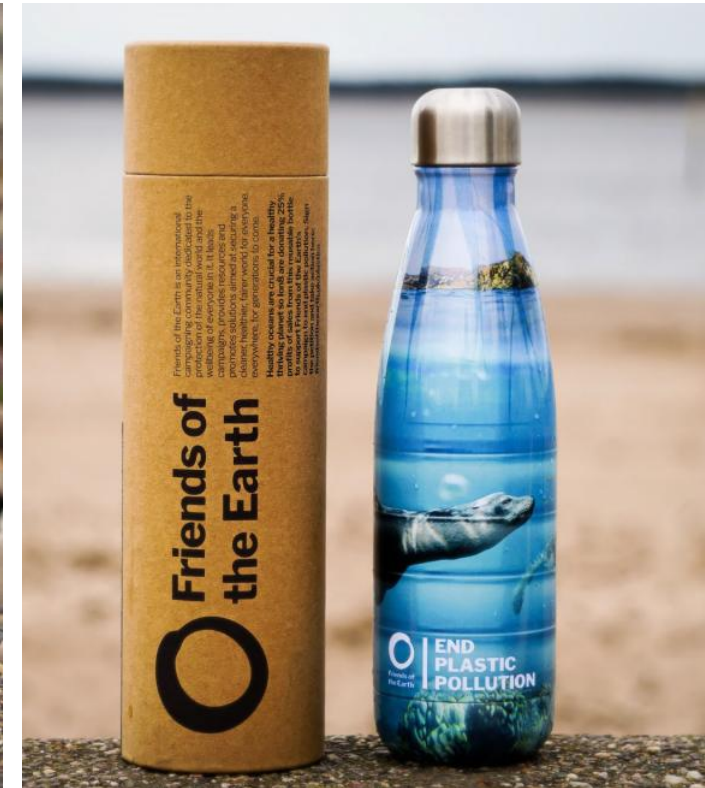
ONE TWIST 500 PRINTS FRIENDS OF THE EARTH

Each bottle sold contributes to Friends of The Earth, to help end plastic pollution.

Packed in a full tube, with exclusive designs commissioned by Friends Of The Earth.

Friends of the Earth is an international campaigning community dedicated to the protection of the natural world and the wellbeing of everyone in it. It leads campaigns, provides resources and promotes solutions aimed at securing a cleaner, healthier, fairer world for everyone, everywhere, for generations to come

£24.99 / €27.99 / \$29.99



ONE TWIST 500CS

CLEAR WITH STEEL

Made from food grade RECYCLON®

Light & strong.

One Twist steel lid and steel base for durability

Frosted soft-touch surface

570ml / 19oz.

£6.99 / €7.99 / \$8.99



METAL 'POP' DISPLAY

KEY FEATURES

- simple assembly
- holds 4 x 9 (36) units
- small footprint, rotate & browse function
- bottles never fall or tip over
- robust unpainted chrome finish with no dust or dirt traps, stays clean and fresh

Display size : 500mm x 1500mm + 200mm

Capacity per row : 9 units

Rows : 4 rows

Total Capacity : 36 units



BOARD DISPLAY

KEY FEATURES

- flat packed, no tools. Simple pop up assembly.
- holds 4 x 12 (48) units
- small footprint
- Optional head board to go from 140cm to 170cm
- strong, corrugated recyclable board

Display size : 350mm x 440mm x 1400mm+300mm
Capacity per row : 12 units
Rows : 4 rows
Total Capacity : 48 units



RETAIL PARTNERS



amazon

TJ·maxx

MONOPRIX

aelia
DUTYFREE

RELAY.

MAX
STORES

METRO^{ASIS}
城市綠洲
單車戶外生活館
www.metroasis.com.tw

CYCLE
SUPERSTORE

April
PARIS

beauteprivee

babymarkt
Klick. Klick. Glück.

CHANGE YOUR BUSINESS

your green team

Change the **workplace**, form new habits **together**
and **send a message** to the world...



YOUR BRAND, YOUR MESSAGE

lon8 bottles are available in your own print, design or logo
For **sale**, for your **staff**, for **clients & visitors** or as **promotional** gifts.
Show the world your green team.

#CHANGEHABITS

#CHANGETHEWORLD



BRAND PARTNERS

We have produced bottles for some of the world's brands. They are helping fight the battle against single use plastics. **Join us. Help change habits!**



OUR PRINCIPLES

**THE BEST CAN REST
BETTER NEVER STOPS**

Relentless innovation in materials, design and techniques brings continuous evolution. Better never stops.

THANKS



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www.aydya.co.uk/b2b



Social Media
facebook.com/ion8leakproof
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