ECOVER
OCEAN BOTTLE

CLEANING DISHES AND THE OCEANS

ecover

LOGOPLASTE INNOVATIONLAB

PROFILE

CLIENT: ECOVER
COUNTRY: BELGIUM
OBJECTIVE: RAISE AWARENESS TO A CRITICAL GLOBAL PROBLEM

CASE STUDY: FIRST EVER BOTTLE MADE FROM OCEAN WASTE PLASTIC
OWNER: LOGOPLASTE INNOVATION LAB

DATE: 2014

This bottle was created to raise awareness for the ocean plastic contamination problem, and demonstrate that the impossible is in fact possible — the usage of this plastic as a resource.

In 2014, the Ecover Ocean Bottle is the first of its kind, made of plastic recovered from the North Sea with the rest coming from post-consumer recycled plastic.

There are many technical challenges involved in working with recycled plastic, but Ecover never stopped looking for better ways to do things, and Logoplaste was up for the challenge.

ECOVER OCEAN BOTTLE
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Evolution ensures that Nature creates the best designs. So when designing the Ocean Bottle, the natural world was the inspiration source.

The bottle's structural design, supported by Biomimicry Thinking, is inspired by the design principles of the skeletons of Diatoms and Radiolarians, helping optimize the mechanical performance of the bottle while allowing a weight reduction of 20%.

These organisms form a large part of the plankton and zooplankton at the base of the marine and freshwater food chains and pollution is having a major impact in their populations. It is very fitting that Diatoms and Radiolarians skeletons inspired the bottle design solution.

reddot award 2014 winner

iF DESIGN AWARD 2015

pentawards 2014 BRONZE AWARD

MENÇÃO HONROSA GREEN PROJECT AWARDS PORTUGAL 2014

GERMAN DESIGN AWARD GOLD 2016

For more information please contact us at communication@logoplaste.com

WE ARE KEEN TO HEAR FROM YOU.