Designing a Fashionable Future with SIGG

Want to be a famous designer - with your creations seen and loved all over the world?

Now is your chance to get your designs placed on one of the most unique, enduring and environmentally conscious products on the planet – the SIGG water bottle.

The company today announced the exciting news that Australia has been included in the second annual SIGG Asia Pacific design awards, so Australian designers now have the chance to get their design on a SIGG bottle.

SIGG is famous for its lightweight water bottles – loved all over the world by hikers, celebrities (Cameron Diaz, Oprah, Cindy Crawford, Julia Roberts, Jessica Alba, Zac Efron, Gisele Bündchen) kids and people just wanting to make a difference— the company is spearheading the fight against unnecessary waste generated by plastic water bottles.

While SIGG is well known for its leadership in the environmental movement, they are also renowned for their astounding designs and creative details that accompany each bottle. New talent and well established designers from across the globe dedicate their ideas and skills to produce a vast range of eco-friendly products that are fun and always colourful.

World famous Aussie designer Alexander Lotersztain designs for SIGG and we think it’s time for him to be joined by more Aussie talent! The theme for this years’ competition is Celebrate Nature, for more information visit www.sigg-jp.com/compe2009/


DID YOU KNOW?

- It takes up to 1000 years to decompose a PET bottle
- Australians spend around $385 million a year on bottled water
- Australians buy 118,000 tonnes of plastic drink bottles each year
- In 2007, Australians spent half a billion dollars on bottled water
  - 76,700 tonnes of plastic drink bottles are not recycled
  - Every second 1,500 PET bottles end up in landfill
- Bottled water is costing the planet 314,000 barrels of oil a year

Further information, contact: Lauren Gambin lauren@flauntmarketing.com.au (02) 9261 8199