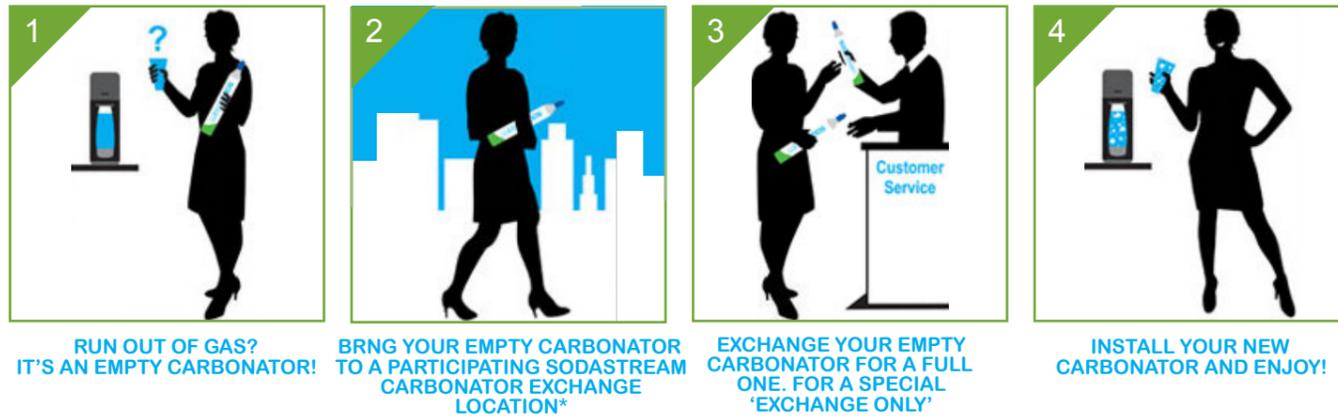


SODASTREAM'S CO2 EXCHANGE

The way in which consumers refill / replace their used carbonator cylinders influence the overall product design of SodaStream. The Carbonator Exchange Program was an environmental initiative devised by SodaStream which allows consumers to exchange empty cylinders for full ones for either a discounted price or free of charge (depending on city). Potentially I could endorse a similar exchange system associated and specifically tailored towards my own bottle design. SodaStream advertises their exchange system / program through a graphical sequence similar to the one below.



Currently SodaStream have 3 standard size CO2 canisters / cylinders. These include a 30L, a 60L and a 130L size canister. Recent rumours anticipate SodaStream to release a smaller size cylinder in the coming years.

SODASTREAM'S STANDARD STOCK

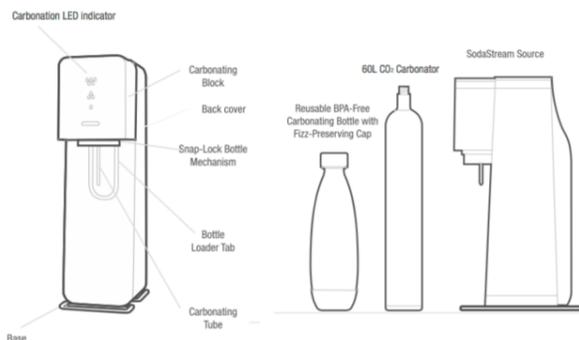
SodaStream have a "new generation range of Sparkling Water Makers [that] turn tap water into refreshing sparkling drinks in seconds." SodaStream have a various models, including *Dynamo*, *Power*, *Play*, *Source* and *Source Element*. These designs vary in price and style, appealing to range of markets. Two of SodaStream's most successful designs are explored in greater depth below, that is the sleek *Power* model, as well as the *Source* model that has very modern, elegant design.

SODASTREAM'S SOURCE

The SodaStream Source Metal Black, designed by renowned European designer Yves Behar, is a slick and elegant addition to your kitchen, allowing you to create homemade sparkling water and flavoured carbonated beverages in seconds.

Approx. Market Price: **\$199.00**

Bottle Type	Metal
Bottle Size	1 L
Size of Carbonator	60 L
Snap Lock Mechanism	Yes
Color	Black metal

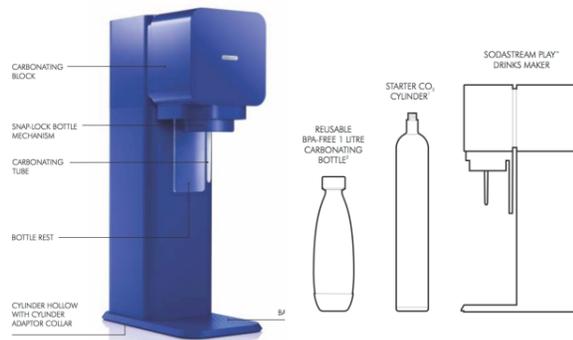


SODASTREAM'S PLAY

The Play Drinks Maker is the newest product in the SodaStream range and is designed by renowned European product designer Yves Béhar. The Drinks Maker features the new 'auto-lift' slider, which automatically returns to its original position after carbonation, making it quick, simple and easy to use.

Approx. Market Price: **\$99.00**

Bottle Type	Plastic
Bottle Size	1 L
Size of Carbonator	Starter
Snap Lock Mechanism	Yes
Color	Black



WATER BOTTLE MATERIALS

Obviously how my water bottle design is manufactured is of high importance and determining the right material(s) for the job is pivotal. To further my research I read a webpage on eBay written to help their customers determine which drink bottle materials worked better. The below text is an extract from that webpage.



Written: ...22 May 2015
 Accessible: www.ebay.com.au/gds/Choosing-the-Right-Water-Bottle-Material/.html

There are several different choices and considerations that a person can make when trying to determine what material is best for reusable water bottle. Popular choices are stainless steel, plastic, aluminum, polycarbonate, and even glass. The most important thing to consider, even above the material, is the size of the opening. Water bottles can be quite difficult to clean, and cleanliness of a water bottle is very important. This is because an unclean bottle can be the host to bacteria, which can make a person sick and in a hurry. Hot water and an antibacterial soap are always important to use when cleaning a reusable container of any sort. In addition, a bottle cleaner is appropriate for those who do not have access to a dishwasher. After a little research on eBay, person will be able to find the right reusable water bottle, in material that works best for their lifestyle.



DETERMINING BEST WATER BOTTLE MATERIAL – ADVANTAGES & DISADVANTAGES

Water Bottle Material	Advantages	Disadvantages
Glass	Safest reusable option, resists bacteria	Breaks easily, recyclable, cannot house very hot or very cold liquid, heavy,
Plastic	Lightweight, easy to carry	Leeches chemicals from the plastic, breaks down in sunlight, may contain BPA
Stainless Steel	Keeps liquid very cool	May contain other toxic metals,
Aluminum	Phthalate-free, keeps liquid very cool	May contain other toxic metals, may contain a plastic inner sleeve
Polycarbonate	Lightweight, easy to carry	Porous, attracts bacteria

