

Revolutionary label-less Villavicencio water packaging from Amcor and Danone reduces carbon footprint by 21%

- *The new water bottle is made with 100% recycled material and is 100% recyclable in Argentina.*

ANN ARBOR, Mich., April 27, 2022 – Amcor Rigid Packaging (ARP) and Danone have launched a 100% recyclable bottle for the **Villavicencio** water brand made exclusively for the Argentinean market. The new label-less bottle is made from 100% recycled content and has a reduced carbon footprint of 21% compared to the previous bottle.

“As long-time partners, we are excited to support Danone’s mission to have a positive impact on the environment and our health,” said Juan Cazes, general manager of Amcor Rigid Packaging Argentina. “Over the last two years, we have worked closely to produce a bottle that fully represents the **Villavicencio** brand, keeping the same visual elements. We used top-quality materials, helping to ensure the safety of the container and the consumer in the process, while we manufacture a bottle that, with the help of the consumer, will become another bottle once recycled.”

The **Villavicencio** bottle can be recycled over and over, helping to support a more circular economy. Like this new bottle, many of the containers ARP designs are made from polyethylene terephthalate (PET), which is easily recycled with mechanical or chemical recycling in most markets, even when that container uses a label. Removing the label, like in the Villavicencio design, provides a greater opportunity to increase yields of recycled PET resin.

Amcor, a global leader in developing and producing responsible packaging for food, beverage, pharmaceutical, medical, home and personal-care and other products, has committed to making all its packaging recyclable, reusable or compostable by 2025. Partnering with Danone, a global food and beverage company dedicated to inspiring a healthier world through food, was a natural step.

“As one of our flagship brands in Argentina, **Villavicencio** upholds the ideals that we are all connected to nature,” said Pablo Colombo, Danone procurement director. “If the environment is healthy, we are too. So, in addition to serving our customers with high-quality products, we must do the same for our planet. The alliance with Amcor has allowed us to take another step in our commitment to sustainability, creating a bottle that, in addition to being 100% recyclable, has a lower carbon footprint.”

Villavicencio is the only brand of natural mineral water from a protected reserve that, after thousands of years of filtering by nature in the Andes of Mendoza, emerges with 23 minerals.

Find out more:

Learn more about PET bottles: <https://www.amcor.com/choosepetbottles>

Read the 2021 Amcor Sustainability Report: <https://www.amcor.com/sustainability-report>

About Amcor

Amcor is a global leader in developing and producing responsible packaging for food, beverage, pharmaceutical, medical, home- and personal-care, and other products. Amcor works with leading companies around the world to protect their products and the people who rely on them, differentiate brands, and improve supply chains through a range of flexible and rigid packaging, specialty cartons, closures, and services. The company is focused on making packaging that is increasingly light-weighted, recyclable and reusable, and made using an increasing amount of recycled content. Around 46,000 Amcor people generate US\$13 billion in sales from operations that span about 225 locations in 40-plus countries. NYSE: AMCR; ASX: AMC

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