



Recycling Council  
of Alberta

September 1, 2006

Russell P. Rogers, General Manager  
Arrowhead Premium Drinking Water  
5730 Burbank Road SE  
Calgary, AB T2H 1Z4

Dear Mr. Rogers:

The Recycling Council of Alberta (RCA) would like to express our concerns in regards to the one-way 15-litre PET water container Arrowhead Water has recently introduced into Alberta. We are concerned about the environmental implications of your departure from reusable water bottles, and urge you to reconsider this change in business practice.

The 3Rs Hierarchy of waste management (Reduce, Reuse, Recycle) has been established for sound environmental reasons. In terms of environmental impacts, the hierarchy remains valid in almost all cases, and we believe this would definitely be the situation with your water bottles.

The energy required to manufacture plastic containers from raw materials is very high, likely representing higher environmental impacts, including greenhouse gas emissions, than a system of returning and reusing water bottles. Even though the material utilized in your 15-litre bottles is highly recyclable, recycling the container should only be considered where damage precludes its reuse.

For these reasons, the RCA urges Arrowhead Water to reconsider the use of recyclable, rather than reusable, containers. I would be happy to discuss our concerns further with you at your convenience.

Sincerely,

A handwritten signature in cursive script, appearing to read "Christina Seidel".

Christina Seidel  
Executive Director

cc: Bottled Water Association